

An Analysis of Code Switching in Instagram Captions of Xaviera Putri

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Abstract:

Multilingual phenomenon is growing increasingly in the digital era, especially on social media platforms, making it an important space for individuals to build self-image through communication strategies. This study aims to analyze and identify the form and function of code switching in Xaviera Putri's Instagram caption. Drawing on Hoffman's (1991) theory, this study classified code switching into three types, tag switching, intra-sentential code switching and inter-sentential code switching. Data were collected from Xaviera Putri's Instagram posts in July-August 2025 by observation and note taking techniques. The results of this study show that there are 64 code switching findings in Xaviera Putri's Instagram captions, tag switching appears 8 times, inter-sentential code switching appears 10 times and intra-sentential code switching appears 46 times as the most dominant form, where the speaker inserts two languages in one whole sentence in a flexible and natural way. This study also demonstrates that code switching not only functions as a communicative tool but also as a strategy to build self-image and to increase closeness with the audience in the digital space.

Keywords: Code Switching; Instagram; Xaviera Putri; Clash of Champions

Abstrak:

Fenomena multibahasa semakin berkembang di era digital terutama pada platform media sosial sehingga menjadi ruang penting bagi individu untuk membangun citra diri melalui strategi komunikasi. Penelitian ini bertujuan untuk menganalisis dan mengidentifikasi bentuk dan fungsi code switching dalam caption Instagram yang dilakukan oleh Xaviera Putri. Berdasarkan teori dari Hoffman 1991, penelitian ini mengklasifikasikan code switching ke dalam tiga bentuk yaitu tag switching, intra-sentential code switching, dan inter-sentential code switching. Data dikumpulkan dari unggahan postingan Instagram Xaviera Putri pada Juli-Agustus 2025 dengan menggunakan metode observasi dan teknik pencatatan. Analisa data dalam penelitian ini menggunakan metode deskripsi kualitatif dengan mendeskripsikan dan menginterpretasikan bentuk dan fungsi code switching secara mendalam. Hasil penelitian ini menunjukkan adanya 64 temuan code switching dalam Instagram caption Xaviera Putri, yang terdiri dari tag switching muncul sebanyak 8 kali, inter-sentential code switching muncul sebanyak 10 kali dan intra-sentential code switching muncul 46 kali sebagai bentuk yang paling dominan, dimana penutur bahasa menyisipkan dua bahasa dalam satu kalimat utuh secara fleksibel dan alami. Penelitian ini juga menunjukkan bahwa code switching tidak hanya berfungsi sebagai alat komunikasi, tetapi juga sebagai strategi untuk membangun citra diri dan meningkatkan kedekatan dengan audiens di ruang digital.

Kata kunci: Code Switching; Instagram; Xaviera Putri; Clash of Champions

INTRODUCTION

In the digital era, the phenomenon of bilingualism is increasingly easy to find, especially on social media platforms, which have become the main space for the younger generation to express themselves. One concrete form of bilingualism practice is code switching. Tarigan and Girsang (2025) defined Code switching is a phenomenon where speakers shift between one language to another language in a conversation. The practice can be found in various contents on social media, especially on the Instagram account @xavieraputri. Xaviera Putri is a representation of a younger generation who is active in the digital world as well as academic achievers. Besides being active as a content creator who shares various daily activities with a unique communication style, her involvement in the Clash of Champions, a competition that brings 50 top students from across Indonesia, further strengthens her position as an inspiring young figure who is able to balance the academic world and digital existence. In her posts, especially in the caption Instagram post, Xaviera consistently uses a combination of Indonesian, English and occasionally Korean, thus providing a clear example of code-switching practices on social media. The practice of code switching in Xaviera's Instagram captions not only shows the flexibility of language styles that characterizes Generation Z, but also reflects how she constructs her social identity, builds her self-image, and fulfills the need to establish closeness with a wider audience.

The concept of code switching is affected by several factors including the communication situation and social identity (Jannah, 2025). Hoffman (1991) suggest the concept of code switching is classify into three categories, tag switching, inter-sentential code switching, and intra-sentential code switching. This classification distinguishes how speakers switch between English languages in their speech. Tag switching involves adding a tag phrase from one language into speech using another language without changing the main sentence structure, such as "I mean," "You know," "Right," and so on. Inter-sentential code switching refers to the shift from one language to another, where each clause or sentence uses a different language. Intra-sentential code switching refers when language shifts occur within a single sentence, so that the first and second languages are mixed within one sentence.

In the context of social media, the practice of code switching has emerged as a relevant topic to study, as shown by several previous studies such as Ariasih et al. (2021) on Types of Code Switching Found in The Twitters of The Indonesian KPOP Fans. This

study discusses the types of code switching that occur in tweets posted by Indonesian K-pop fans on Twitter. The results of this study indicate that the types of code switching found are only inter-sentential switching and intra-sentential switching. The second researcher, Sugianitri & Sulatra (2024) conducted a study titled Code-Switching Found in Nessie Judge's Instagram Captions. This study identifies the types of code switching and analyzes the reasons for code switching used in Nessie Judge's Instagram captions. The results of this study indicate that the most common form of code switching is inter-sentential switching, and the most common form of code-switching centers on discussions of specific topics. The third research, has been conducted by Rezeki & Sagala (2021) on The Realization of Code Mixing and Code Switching of Indonesian Celebrities' Caption on Instagram. This research focuses on analyzing code switching and code mixing by Indonesian celebrities on Instagram including Maudy Ayunda, Bunga Citra Lestari, Luna Maya, Rossa, and Boy William. The results of this study show that there are 18 code switching cases and 13 code mixing cases and mostly use external code switching and insertion code mixing on their captions on Instagram.

In other hand, research has been conducted by Laura & Djuharie (2025) on Code Switching in Prudence Angeline's TikTok Account: A Sociolinguistic Study. This study aims to identify and analyze the form and function of code switching in Prudence Angeline's TikTok content between April 24 - May 8, 2025 using the theory of Hoffman (1991). The study results show that the most dominant form of code-switching is intra-sentential switching. This research also shows that Code Switching not only functions as a means of communication, but also as a strategy to build professional identity and increase engagement with bilingual audiences. The last research, has been conducted by Latief & Pradani (2024), on the Strategic Application of Code-Switching Phenomena in Starbucks' Instagram Advertising: An Analysis of Linguistic Persuasion and Audience Engagement. This study examines the code-switching phenomenon in the context of Starbuck's promotional material from the official Instagram account of Starbuck Indonesia in January to May 2024 by drawing on Poplack's theory. The results show Starbucks' adept utilization of code-switching contributes to effective communication and audience engagement, fostering inclusivity and cultural resonance in its marketing endeavors.

Although previous studies that have discussed similar topics, a study of code-switching practices in Xaviera Putri's Instagram captions have not yet been conducted. The

account was selected because Xaviera is one of the interesting examples of the consistent code-switching practices. The code-switching practice she uses not only enhances the appeal of her content, but also reflects how language contributes to the construction of social identity and the reinforcement of closeness with her followers on social media. Therefore, this study will focus on what are the forms of code switching used by Xaviera Putri in Instagram captions, and examining how the functions of code switching used in her post. Along with the research question, the objective of this study is to identify the forms of code switching that appear in Xaviera Putri's Instagram captions between July to August 2025, and to analyze the functions of code switching in Instagram captions.

LITERATURE REVIEW

Code Switching

Code switching is a linguistic phenomenon that occurs when a speaker shifts from one language or language variety to another within a single discourse. According to Sugianitri & Sulatra (2024), code switching not only appear in oral communication, but it also manifests in various forms of written and virtual communication. This phenomenon arises for multiple reasons, one of which is the speaker's choice to use a particular language in order to accommodate the interlocutor (Candra & Qodriani, 2019), so that the speaker can switch to speaking in the language used by the other speaker. Wardhaugh (2010:98), as cited in Pradnyadari & Qomariana (2025), explains that code switching serves as a conversational tool employed to establish, adjust, or negotiate interpersonal relationships among individuals, along with the roles and responsibilities embedded within them.

Hoffman (1991) categorizes code switching into three main types, namely Tag Switching, Inter-sentential code switching, and Intra-sentential code switching. According to Nurvadhilah et al. (2022) Tag switching is a form of code switching that occurs when bilingual or multilingual speakers insert a word or short phrase from another language into an utterance, for example I mean, you know, and etc. According to Putu et al. (2022), this type of code switching typically does not violate the overall syntactic rules of the utterance. Inter-sentential code switching is a form of code switching that occurs when a speaker completes one sentence in particular language and then switches to another language in the subsequent sentence. According to Fresya et al. (2024), inter-sentential code switching tends to more deliberate, as aim to highlight the flexibility of multilingual

communication and the use of multiple languages to enhance expression and interaction. Intra-sentential code switching occurs when language shift takes place within same sentences. Based on Putu et al. (2022) this type of switching happens within the boundaries of a sentence or clause and sometimes involve code mixing at the level of phrases or even single words.

Code switching provides insight into the diversity of multilingual communication and shows how the speakers adjust the language depending on the context. As cited from Daulay et al. (2024) Hoffman (2014) describes an explanation of the functions and influencing factors of the use of code switching, including talking about particular topics, which is the use of language to discuss a particular topic or theme. Speakers choose the language that best suits their communicative needs when talking about a subject, this phenomenon reflects the flexibility of language as a tool to express their ideas. Quoting somebody else is quoting other people's utterances with the aim of maintaining accuracy of meaning. Being emphatic about something is a language shift to provide emphasis or expression that strengthens the communicative relationship between the speaker and the audience. Interjection is the use of words or short phrases from other languages as inserts or sentence connectors. Furthermore, code switching functions as repetition used for clarification, which is the repetition of words in another language to clarify the conversation. Expressing group identity, code switching also serves to show the membership in a particular social group, affiliation, culture or community, and lastly, code switching also serves to clarifying the speech content for the interlocutor, which is explaining the meaning of the conversation so that the interlocutor can understand more easily, especially if there is a difference in language ability.

RESEARCH METHODS

In this study, researchers used qualitative methods to analyze the data. The data for this study were collected from Xaviera Putri's Instagram account @xavieraaputri. This account was selected because it shows consistent use of code switching in every caption uploaded. In order to maintain the focus of the study, the researcher particularly selected Xaviera Putri's Instagram caption posts between July-August 2025 to analyze. The data collection was conducted using observation techniques, by directly examining the Instagram account of Xaviera Putri and taking notes all captions uploaded during the period. In collecting data, the researcher acts as the main instrument and following four

stages: 1) accessing Xaviera Putri’s Instagram profile, 2) Collecting all the captions posted between July-August 2025, 3) Taking notes on the captions that contain code switching, 4) Identifying and classifying Instagram captions that contain code switching into a table. To analyze the data, the researcher adopted a descriptive qualitative approach in line with Hoffman’s (1991) theory of code switching, namely Tag Switching, Intra-sentential code switching, and Inter-sentential code switching. The data that has been classified are presented in a table to illustrate the types of code switching used. Furthermore, the data is further analyzed to reveal the function of code switching, as a means of talking about a particular topic, quoting somebody else, being emphatic about something, interjection, repetition used for clarification, the intention of clarifying the speech content for the interlocutor and expressing group identity.

FINDINGS AND DISCUSSION

Findings

In the findings and discussion, this research found 64 forms of code switching in Xaviera Putri’s Instagram captions between July and August 2025. Data related to the type of code switching and functions will be presented in the table below

Types and functions of Code Switching

Table 1. Types and functions of Code Switching

No	Types Code-Switching	The functions of Code Switching	Frequency
1.	Tag Switching	Interjection	8
2.	Intra-Sentential	Talking about particular topic, being emphatic about something, and the intention of clarifying the speech content for the interlocutor	46
3.	Inter-Sentential	Expressing group identity	10
Total:			64

Based on the research data above, the researcher found 64 forms of code switching in Xaviera Putri’s Instagram captions from July to August 2025. According to Hoffman (1991), the forms of code switching are tag switching, intra-sentential code switching, and inter-sentential code switching. Each form of code switching has a different communicative function depending on the context of use. The tag switching form appears 8 times and functioned as an interjection. This function shows that Xaviera often inserts short phrases or tags that act as sentence connectors. Furthermore, intra-sentential code switching, appears 46 times, making it the most dominant form of code switching. This

form is frequently used by Xaviera to talk about a particular topic, being emphatic about something, and clarify the speech content for the interlocutor. The last form intersentential code switching, appears 10 times and often serves the function of expressing group identity. Through the use of Indonesian, English, and Korean, it shows her efforts to build her image as a multilingual individual who is familiar with multiple languages dan global cultures. In addition, the function of quoting somebody else and repetition used for clarification were not found in Xaviera Putri's Instagram caption.

Tag Switching Interjection

Data 1

This caption was posted by Xaviera Putri as a mini throwback to her busy activities at Champions Land and sharing her experience of using the cosmetic product Judydoll cushion, which stays durable even when used all day long.

"Btw, ini aku pake cushion Judydoll yaa, masih stay sampai malam padahal full aktivitas"

"Btw, I am using Judydoll cushion, it still stays until night even though it is full of activities."

(Xaviera Putri, August 30, 2025)

In the caption above, there are two languages used and can be categorized as a form of code switching in the form of tag switching through the insertion of the word "Btw" from English and followed by Indonesian *"ini aku pake cushion Judydoll yaa, masih stay sampai malam padahal full aktivitas."* (I am using Judydoll cushion, it still stays until night even though it is full of activities). This sentence is a type of code tag switching because it contains a tag phrase that does not change the structure of the language but only adds a conversational nuance. The phrase is classified as an interjection, because from the tag phrase "Btw" Xaviera uses it as a discourse connector to open the main information that Xaviera is using a cushion from Judydoll and still long-lasting even though it is used for full activity until the night. This code switching was chosen by the speaker because it acts as explaining information as well as creating casual communication with the audience.

Data 2

This caption was posted by Xaviera Putri while sharing her journey from Seoul to Daejeon through a vlog. In this post, she showed her active daily life while promoting Skin1004 skincare toner products she used to her followers.

"Btw, sebelum aku di serbu di DM, aku pake toner sm ampoule @skin1004_indonesia yaa"

“Btw, before I get attacked in DM, I use toner and ampoule by @skin1004_indonesia.”
(Xaviera Putri, July 22, 2025)

In the caption above, there are two languages used and can be categorized as a form of code-switching practice. The first sentence is spoken in English “Btw” and then continued with Indonesian “*sebelum aku di serbu di DM, aku pake toner sm ampoule @skin1004_indonesia yaa*” (“before I get attacked in DM, I use toner and ampoule by @skin1004_indonesia”). The sentence includes a type of code tag switching because it contains the phrase “Btw” which is a tag from English without changing the language structure but only adds to the nuances of the conversation. In terms of function, this expression is classified into interjection, because from the tag phrase “Btw” Xaviera uses it as a discourse connector to open information about skincare products used by her before her followers on social media ask her via DM.

Intra-sentential Code Switching Talking about particular topic

Data 3

This caption was posted by Xaviera Putri as part of her reflections on her college memories. In this post, she recalls her experiences using various tools and gadgets during her studies.

“Sesimpel tools dan gadget yang nemenin aku belajar & bikin project saat masa kuliah dulu.”

“As simple as the tools and gadgets that accompanied me to study & make projects during my college days.”
(Xaviera Putri, August 23, 2025)

In the caption of Xaviera Putri’s Instagram above, there is a type of code switching in the form of intra-sentential code switching because there is a mixing of two language elements in one sentence. Xaviera inserts English terms such as tools, gadgets, and projects into Indonesian sentence structures. The choice of these terms is based on what is more familiar in academic and technological contexts, so it is more relevant than its Indonesian equivalent. From the function, the use of code switching is classified into talking about particular topics. Xaviera were used the terms tools, gadgets, and projects to convey her own experiences while working on projects during college. However, by using terms that are more familiar to her audience, Xaviera aims to build a closer connection with her followers on social media.

Data 4

This caption was posted by Xaviera Putri to share updates about her daily makeup routine in the “Quick but Chic” edition. Through this post, she introduced tinted sunscreen as the main product and promoted it to her followers.

“Kemarin banyak yang tanya nih, jadi kali ini aku mau spill beberapa updates di makeup routine aku yang terbaru”

“Yesterday a lot of people asked, so now I want to spill some updates on my latest makeup routine.

(Xaviera Putri, July 10, 2025)

In Xaviera Putri’s Instagram caption above, there is a type of intra-sentential code switching due to the mixing of two language elements in one sentence. Xaviera inserts English terms such as “Spill, updates, makeup, and routine” into the Indonesian sentence structure. This language shift serves to discuss a specific topic, specifically the makeup routine used by Xaviera. The language switch is used because the audience is more familiar with the use of English terms than the Indonesian equivalents. In addition, the use of code switching helps speakers to provide a relaxed communication style. As a content creator on social media, building closeness with the audience is very important, so the chosen language switch helps Xaviera create a sense of familiarity and getting closer to her followers on social media.

Emphatic about something

Data 5

This caption was posted by Xaviera Putri to celebrate her birthday. Through this post, she shared her life journey filled with various experience, including her academic achievement, participation in a game show, and new relationships, while expressing gratitude to her followers and the people around her who have supported her.

“Went through multiple academic stress, graduated university, joined a gameshow, got a new family, pokoknya sebuah roller coaster”

“Went through multiple academic stress, graduated university, joined a gameshow, got a new family, it’s like a roller coaster”

(Xaviera Putri, August 25, 2025)

In the provided data, a form of code-switching practice type intra-sentential is clearly visible. This can be seen in the phrase *“pokoknya sebuah roller coaster”* (it’s like a roller coaster) which is the insertion of Indonesian into the English sentence structure. This is classified as being emphatic about something, as the phrase *“pokoknya sebuah roller coaster”* (it’s like a roller coaster) is used by speakers to express herself while providing emotional

emphasis on her journey that is full of highs and lows like a roller coaster. Therefore, the selection of Indonesian language in the last sentence makes the message conveyed stronger and easier for the audience to understand.

Clarify the speech content for the interlocutor

Data 6

This caption was posted by Xaviera Putri to promote the second episode of the Korean- Indonesian reality show We Meet Now (우리 지금 만나), which she participated together with Seongbeom, a Korean creator.

“Ini dia beberapa BTS dan highlights episode 2 dari reality TV show We Meet Now alias “우리 지금 만나“ bareng @horang.wave”

“Here are some behind the scenes footage and highlights from episode 2 of the reality TV show We Meet Now, also known as “우리 지금 만나” with @horang.wave”
(Xaviera Putri, July 4, 2025)

The data above shows a form of intra-sentential code switching as it shows the insertion of two languages, English and Korean, into Indonesian sentence structures. In terms of function, the use of the words “We Meet Now alias ”우리 지금 만나“ (We Meet Now, also known as ”우리 지금 만나“) is classified as clarifying the speech content for the interlocutor, because the speaker adds the Korean equivalent after mentioning English title to clarify its meaning. The addition of Korean equivalent in by Xaviera’s Instagram caption serves to explain the title of the reality show to audiences who may be more familiar with original Korean title. Furthermore, code switching in this caption acts as a means of clarifying the message so the information becomes clearer and more understandable to the audience.

Inter-sentential Code Switching

Expressing group Identity

Data 7

This caption was posted by Xaviera Putri to share moments with her two close friends since the beginning of her studies at KAIST (Korea Advanced Institute of Science & Technology).

“Trio yang dicari-cari hadir. Going strong since freshman days. 드디어 만나땅”

“The long-awaited trio is here. Going strong since freshman days. 드디어 만나땅 (Finally meet you)”
(Xaviera Putri, July 22, 2025)

The Instagram caption above shows the practice of inter-sentential code switching, due to the language shift between sentences. This can be seen from the shift to Indonesian in the first sentence, “Trio yang dicari-cari hadir” (The long-awaited trio is here), followed by English in second sentence “Going strong since freshman days” and Korean in the third sentence with “드디어 만나땅” (Finally meet you). Language switching between sentences is a characteristic of inter-sentential code switching. The use of code switching in the caption is categorized as expressing group identity, because Xaviera uses language shift to express her closeness to a particular group. The sentences “Going strong since freshman days” and “드디어 만나땅” (Finally meet you) show a long friendship with her friends in Korea, in line with her status as a KAIST (Korea Advanced Institute of Science & Technology) student who is familiar with Korean culture. Therefore, code switching in the caption above serves as a to emphasizing familiarity with a particular culture.

Data 8

This caption was posted by Xaviera Putri to share a moment when enjoying the evening sky over the Hangang River in South Korea before returning to Jakarta.

“She’s got a way. She got away. 하늘이 아주 예뻐습니다. 또 올게요!”
“She’s got a way. She got away. The sky is so pretty. I’ll be back again!”
(Xaviera Putri, August 20, 2025)

The data presented above belongs to the classification of inter-sentential code switching. This is due to the fact that the data shows a clear transition between sentences, from English to Korean. At the beginning Xaviera said "She’s got a way. She got away" in English followed by the Korean sentence “하늘이 아주 예뻐습니다. 또 올게요!” (The sky is so pretty. I’ll be back again!). The use of inter-sentential code switching serves to represent the excitement of Xaviera while in Korea, including her visit to Hangang river. This language switch not only serves to express her excitement, but also serves as a speaker’s social and cultural identity marker. The inserted Korean language shows her closeness to the Korean community, in line with her status as a KAIST (Korea Advanced Institute of Science & Technology) student. This shows that code switching also acts as a discursive strategy to build self-image and social identity on social media.

Data 9

This caption was posted by Xaviera Putri while attending the Clash of Champions Season 2 finals as a supporter. Through this post, she shared moments with participants from the previous season of Clash of Champions and congratulated the 80 finalists Clash of Champions Season 2.

“I also want to give a shoutout to all the 80 participants of Clash of Champions Season 2. *Kalian beneran keren2 banget sukses trus dan ditunggu gebrakan-gebrakan selanjutnya! You are all champions*”

“I also want to give a shoutout to all the 80 participants of Clash of Champions Season 2. You guys are really cool keep up the good work and look forward to the next step! You are all champions”
(Xaviera Putri, August 24, 2025)

The caption provided above is classified as inter-sentential code switching because there is a language switch between complete sentences. This can be seen from the shift of English in the first sentence “I also want to give a shoutout to all the 80 participants of Clash of Champions Season 2” then continued with Indonesian in the second sentence “*Kalian beneran keren2 banget sukses trus dan ditunggu gebrakan-gebrakan selanjutnya!*” (You guys are really cool keep up the good work and look forward to the next step!) and returned to English in the third sentence “You are all champions”. Language switching between sentences is a characteristic of inter-sentential code switching. In the Instagram caption mentioned, it is clear that Xaviera uses code switching to express group identity, which emphasizes her closeness and appreciation for a particular community, 80 Clash of Champions participants. The use of code switching not only functions to express her excitement, but also as a discursive strategy to strengthen the speaker’s interpersonal relationship with their audience community on social media.

Discussion

The results of this study show that there are three types of code switching found in Xaviera Putri’s Instagram captions, including tag switching, inter-sentential code switching, and intra-sentential code switching. From a total of 64 data, tag switching appeared 8 times and functioned as an interjection, which serves to connect sentences, act as a discourse connector, or to introduce new information while creating informal and familiar atmosphere between the speaker and her followers. Inter-sentential code switching appeared 10 times, functioning to express group identity. This function shows that language switching is used as a strategy to emphasize social closeness with certain

communities. For example, Xaviera's use Korean in several captions shows her affiliation with Korean culture in line with her identity as a student at KAIST (Korea Advanced Institute of Science & Technology). Furthermore, intra-sentential code switching appeared 46 times and became the most dominant form, with the function of talking about a particular topic. This shows that Xaviera strategically uses language switching to discuss certain topics such as beauty, technology, and academics. Additionally, being emphatic about something function is used to express emotions or dynamic life experiences, allowing the readers feel her emotions, while the intention of clarifying the speech content for the interlocutor, serves to provide clarification or additional explanations so that the message can be more easily understood by the audience.

The dominance of intra-sentential code switching is similar to previous research studies, such as Laura & Djuharie (2025) and Ariasih et al. (2021), which also found that intra-sentential code switching is most frequently used on social media platforms Twitter and TikTok. This similarity can be interpreted as social media users often combining two languages in one sentence to convey information more effectively to bilingual audience. Meanwhile, the results of this study differ from the findings of Sugianitri & Sulatra (2024) on Nessie Judge's Instagram captions, where inter-sentential code switching is more dominant and functioned to talk about specific topics. This indicates that although both influencers use Instagram, their individual characteristics and writing styles influence the dominant the type of code switching. Therefore, through various language choices, code switching practice in Instagram caption of Xaviera Putri's not only for communicative purpose but also an effective strategy to build personal branding and social closeness as well as convey messages more effectively on social media.

CONCLUSION

Based on the results of the discussions, it can be concluded that code switching is a phenomenon where speakers switch from one language to another. This phenomenon is often used by bilingual or multilingual individuals to adjust to the situation and interlocutors including in the context of digital communication. This study shows that the practice of code switching is also found in Xaviera Putri's Instagram caption. From a total of 63 data found in this study, there are three forms of code switching, including tag switching, intra-sentential code switching, and inter-sentential code switching. Intra-sentential code switching is the most dominant form, showing Xaviera's ability to switch

two languages naturally in one sentence without disturbing the meaning of the utterance. In terms of function, tag switching used for interjection, intra-sentential code switching is used to express group identity, and the most frequently used intra-sentential code switching serves the function of talking about particular topics followed by other functions such as clarifying the speech content for the interlocutor, and being emphatic about something. Therefore, this study emphasizes that code switching in Xaviera Putri's Instagram captions not only functions as an option but is also used strategically by bilinguals to build self-image on social media and build closeness with the audience in the digital space.

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