

ABSTRACT

Zhafran, Muhammad Taufan. 2025. *Analysis of Code Switching used in Shasa Zania's Social Media*. Thesis. English Education Study Program. Faculty of Teacher Training and Education Universitas Jambi. The first supervisor is Prof. Urip Sulistiyo, S.Pd., M.Ed., Ph.D. The second supervisor is Dr. Masbirorotni, S.Pd, M.Sc. Ed.

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This qualitative research employed discourse analysis and observation to examine the types of code-switching used by Shasa Zania on her social media, as well as the factors that influenced her to engage in code-switching. The data were collected from Shasa Zania's posts on X (formerly Twitter) through observation and document analysis. The analysis applied Poplack's (1980) theory on types of code-switching, and the frameworks of Bista (2010) and Malmkjaer (2016) regarding the factors that influence code-switching. The results of the study revealed that Shasa Zania used three types of code-switching: tag switching, inter-sentential switching, and intra-sentential switching. Additionally, four out of nine influencing factors were identified: do not know the word, easiness in language usage, to add emphasis, and similarities in word.

