

## CODE SWITCHING IN PUELLA YOUTUBE CHANNEL

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**Abstract:** This article, entitled “Code Switching in Puella YouTube Channel”, aims to identify, analyze, and describe the types of code switching and the reasons for their use in ten selected episodes of the Puella YouTube Channel. The study employs a descriptive qualitative method. Bullock and Toribio’s (2009) theory is used to classify types of code switching, while Holmes’ (2013) theory is used to analyze the reasons. The findings show three types of code switching: 620 instances of intra-sentential switching, 392 instances of inter-sentential switching, and 131 instances of tag switching total of all is 1,143. The analysis of the reasons shows that 265 lines contain functions related to identity and relationships (50), status and formality (44), topic (49), quoting dialogue (19), affective function (46), rhetorical or metaphorical switching (42), and humor or playfulness (15). The results indicate that code switching in the Puella YouTube Channel is used not only for linguistic convenience but also to express social meaning and manage interpersonal communication.

**Keywords:** *Code Switching; Sociolinguistics; Podcast; Puella YouTube Channel; Bilingualism*

### INTRODUCTION

According to Trask (2005:35), language is commonly viewed as a tool that humans use to express and communicate meaning. This function is essential because most language use relies on the effective communication of intended messages. However, understanding what meaning truly consists of is not always straightforward. Even during everyday communication, speakers may not fully recognize the complete meaning behind their own words, nor can they always predict how listeners will interpret them. Trask also notes that meaning does not exist solely within words. It is shaped by context, culture, and the listener’s interpretation. This indicates that meaning is a complex combination of linguistic structure, social environment, and cultural understanding. For this reason, the study of linguistics becomes crucial, since it enables researchers to explore and analyze the many layers that

influence how meaning is created and understood

Linguistics refers to any field related to language, including its structure, use, and development. According to Fromkin (2000:3), human language is a unique characteristic of our species and has attracted scholarly interest throughout history. The scientific study of human language is known as linguistics. A linguist is therefore not simply an individual who speaks many languages. Individuals with such abilities are referred to as polyglots. A linguist is a scientist who investigates human language in all its dimensions, including its structure, its use, its historical development, and its role within society.

The form and structure of the linguistic knowledge possessed by speakers fall under the domain of theoretical linguistics. Modern linguistics is divided into several key areas of study. Phonology examines the abstract sound system of a language, including the patterns and rules that speakers follow, while morphology studies the structure of words and the way smaller units of meaning, known as morphemes, combine to form more complex expressions. In the study of speech sounds, phonetics analyzes the physical properties of sounds and their equivalents in sign languages. Syntax examines the rules that govern sentence structure and determine how words combine to create meaningful sentences. Semantics focuses on meaning and how words and sentences convey ideas. Pragmatics investigates how context shapes meaning and demonstrates how language use depends on social interaction and the surrounding situation.

Certain subfields of linguistics build connections across these areas. Biolinguistics explores the biological foundations of language, including its evolution and its processing in the brain. Psycholinguistics examines psychological processes related to language, such as how individuals comprehend, produce, and acquire linguistic forms. Sociolinguistics studies the relationship between language and society, including cultural norms, patterns of interaction, and how context influences language choice and communication. These interdisciplinary fields contribute to a broader understanding of how language functions within human cognition and social life. It is also important to note that linguistic study can be divided into two major scientific perspectives, referred to as internal and external structure. The internal structure concerns the core components of language, such as phonology, morphology, syntax, and semantics.

The external structure focuses on the relationship between language and other scientific disciplines, including sociolinguistics, psycholinguistics, and ethnolinguistics. The present research is situated within the external structure, particularly in the field of sociolinguistics, since it investigates

language in relation to social context and communicative behavior.

Sociolinguistics, as explained earlier, is the study of the interaction between language and society, including the examination of cultural norms, language use, and communication styles within different social contexts. This field explores how language is shaped by social factors and how communicative behavior varies according to context and community. Sociolinguistics also aims to explain why people speak differently in different social situations. One of its main objectives is to identify the social functions of language and to understand how linguistic choices fulfil communicative needs in a variety of settings.

Examining how people use language across different social environments provides valuable insights not only into linguistic structures but also into the social relationships within a community. Through language, individuals convey and construct their social identities and express their relationships with others, as noted by Holmes (2013:1). Before discussing code switching, it is necessary to address one of the key concepts related to language use, namely bilingualism, since the phenomenon of switching between languages cannot occur without bilingual competence.

Bilingualism refers to the ability of an individual to use two or more languages in daily life. However, defining bilingualism precisely is challenging because scholars differ in their views regarding what qualifies someone as bilingual. Beardsmore (1986:1) explains that bilingualism is best understood as a flexible concept, with emphasis placed on the functional ability to use more than one language in everyday communication rather than on strict measures of fluency or proficiency.

According to Bhatia and Ritchie (2013:5), understanding bilingualism is essential for the study of code switching, since switching between languages requires at least some degree of competence in both. Exploring bilingualism allows researchers to understand how and why speakers alternate between languages, and how such alternation reflects identity, education, and social relationships. Bilingualism can be viewed at both the individual and societal levels. Individual bilingualism often decreases across generations. For example, in the United States, children of immigrants frequently shift toward English and may become monolingual by the third generation. In contrast, collective bilingualism can persist for longer periods when each language fulfils different social or functional roles, a situation commonly referred to as diglossia. Nevertheless, even collective bilingualism is not always stable, as shown by numerous language shift cases around the world. One well-known example is the historical shift in England after the Norman Conquest, during which English gradually regained dominance over French.

Code switching refers to the phenomenon in which a speaker alternates between languages,

dialects, or speech varieties within a single conversation. This alternation may occur either intentionally or spontaneously, depending on the communicative situation. Bilingual speakers often engage in code switching based on the topic under discussion, since certain subjects may be more easily expressed in one language than another.

For instance, students may use English when discussing academic or technical subjects, particularly if they have learned relevant terminology in English, while returning to their native language for everyday conversation. Speakers may also switch languages when quoting others or when addressing topics that feel more culturally or emotionally linked to a particular language, as noted by Holmes (2013:37).

YouTube offers a wide range of video types, including entertainment videos, cooking demonstrations, science lessons, fashion tutorials, and many others. A distinctive feature of the platform is its focus on user-generated content, in which ordinary individuals create and share videos rather than relying exclusively on professional studios or media networks. In addition, YouTube encourages interactive engagement, enabling users to upload their own work, comment on content, and participate actively in the online community. Because YouTube hosts an extensive variety of social interactions, conversations, interviews, talk shows, and podcasts, it provides a valuable source for observing code switching in natural communicative settings. With millions of videos available through targeted searches, the platform offers researchers numerous opportunities to examine authentic examples of code switching across diverse contexts.

In this context, the researcher selected the title “Code Switching in Puella YouTube Channel” to identify and analyse the types of code switching that occur in the channel’s conversations, particularly the shifts between English and Indonesian. The Puella YouTube Channel was chosen because, among Indonesian talk shows available on YouTube, it contains a notably high number of videos that feature frequent code switching between these two languages.

According to the Introduction then the statement of problem for this researcher is: 1) What are the types of code switching used in the Puella YouTube channel? 2) What are the reasons they use this type of code switching? The researcher employs the theory proposed by Bullock and Toribio (2009) to identify the types of code switching used in the data, and adopts the framework of Holmes (2013) to determine the social motivations behind each switching instance. According to Bullock and Toribio (2009:2), code switching occurs when bilingual speakers alternate between their two languages during communication. Their framework explains how to recognize code switching by identifying its forms,

such as inter-sentential switching, intra-sentential switching, and intra-word switching, as outlined in their earlier work. The theory also clarifies how these types function in actual communication by showing how speakers use them to express identity, introduce or shift topics, fill lexical gaps, or add emphasis and rhetorical effect. This theoretical approach assists the researcher in analyzing both the structural characteristic and communicative purposes of code switching. It enables a systematic understanding of when switching occurs and how bilingual speakers apply it effectively within real conversational settings. It is important to note that several major types of code switching are discussed in this study.

1. Intra-Sentential refers to as classic or alter national code switching, occurs within a single sentence while maintaining the grammatical structure of both languages.
2. Inter-Sentential takes place between sentences or clauses where the switch occurs only after a complete sentence has been expressed.
3. Tag Switching refers to the insertion of short fixed expressions, such as discourse markers or fillers, from one language into an utterance in another language

Holmes (2013:35) also explains that Speakers may switch languages to signal aspects of identity, express relationships, manage formality, mark topic changes, quote others, convey emotion, or create humor and rhetorical impact. These functions illustrate how code switching operates as a strategic communicative resource rather than a sign of linguistic deficiency.

He summarizes the several key reasons why bilingual speakers use code switching, which can be outlined as follows:

1. Identity and Relationship

Code switching may be used to express solidarity, closeness, or shared group identity.

2. Status and Formality

Switching languages can mark changes in role, status, or formality within an interaction.

3. Topic

Certain topics are more easily or more appropriately discussed in one language than another.

4. Quoting Someone

Code switching can occur when speakers directly quote another person, repeat an expression, or use a proverb from its original language.

5. Affective Function (Emotion)

Switching may convey emotional expression such as excitement, anger, disappointment,

affection, or frustration.

6. Rhetorical Effects and Metaphorical Switching

Skilled bilinguals may switch languages to create emphasis, contrast, or stylistic effect.

7. Humor and Playfulness

Speakers may switch languages to make jokes, tease, parody a style of speech, or create a lighthearted ton

As far as the researcher is aware, there are several other Indonesian talk shows; however, many of them contain only minimal instances of code switching or have already been examined in previous studies. In contrast, the Puella YouTube Channel has not been widely researched, especially with regard to the videos uploaded in the past year. The channel presents numerous interviews and podcast-style discussions with various public figures, many of whom display diverse forms of code switching. This makes the Puella YouTube Channel a suitable and relevant data source for the present study.

## **METHOD**

The researcher in this study employs a descriptive research method. According to Kothari (2004:37), descriptive research aims to present an accurate, detailed, and systematic description of the characteristics of a person, group, or situation. This method focuses on observing phenomena carefully, presenting factual information, and identifying patterns or trends that emerge from the data.

In descriptive research, the researcher must first establish clear objectives regarding what will be examined. Appropriate data collection techniques are then selected, such as interviews, observations, or document analysis, followed by the careful design of a representative sample. Throughout the research process, close supervision of data collection is essential to minimize errors and bias. After the data has been gathered, it must be processed, analyzed, and presented in an organized and coherent manner.

The general steps of descriptive research include setting specific research objectives, choosing suitable data collection methods, constructing a representative sample, gathering the data accurately, analyzing the findings systematically, and presenting the results in a logical and informative way. The researcher ensured the availability of all resources needed for the study. This included providing a laptop, headphones, and stable internet access to watch and transcribe the selected videos. When possible, the researcher worked in cafés with reliable WiFi; otherwise, the videos were downloaded for offline use.

The data for this research were taken from ten selected podcast episodes on the Puella YouTube

Channel, and include the following:

1. “Dulu Mau Jadi Guru, Sekarang Masuk Hollywood | Bicara Cinta | Cinta Laura Kiehl x Yoshi Sudarso” (<https://www.youtube.com/watch?v=842b-IJMfn4>),
2. “Pasangan Baru Untuk Pelarian? Bicara Cinta Poshmarket Edition Boys vs Girls” ([https://www.youtube.com/watch?v=c6VkpFc\\_WcQ](https://www.youtube.com/watch?v=c6VkpFc_WcQ)),
3. “Aku Bukan Masa Laluku” | Bicara Cinta Poshmarket Edition Cinta Laura Kiehl x Aming” (<https://www.youtube.com/watch?v=66C9mESf-YQ>),
4. “Program Kerja Itu Gak Penting, Track Record Lebih Penting! Bicara Cinta Indonesia” (<https://www.youtube.com/watch?v=AOsgua6z9L0>),
5. “Ternyata Toxic Relationship Itu Baik?! Cinta Laura Kiehl x Brandon Salim” ([https://www.youtube.com/watch?v=\\_5ZdEQmtWxY](https://www.youtube.com/watch?v=_5ZdEQmtWxY)),
6. “Ternyata sengaja disebar untuk pengalihan isu! Cinta Laura Kiehl x Nessie Judges” (<https://www.youtube.com/watch?v=QMZrzs9Lb2E>),
7. “Bang Atta Selalu Mau Lebih... Cinta Laura x Thariq Halilintar” (<https://www.youtube.com/watch?v=HKCpchyMkYg>),
8. “Aku Memaafkan Orang Tua Yang Dulu Tidak Membelaku” Cinta Laura x Tatjana Saphirathese (<https://www.youtube.com/watch?v=GC6LMlh6iuo>),
9. “Kalau Kita Gak LDR, Mungkin Kita Putus Cinta Laura x Tasya Farasya” (<https://www.youtube.com/watch?v=m0JmJOIubw4>),
10. “Toxic Relationship Pernah Bikin Aku Mati Rasa” Cinta Laura x Luna Maya” (<https://www.youtube.com/watch?v=Wy2SyQNjFBw>).

The data for this research were taken from ten selected podcast episodes on the Puella YouTube Channel. These episodes were chosen using purposive sampling, meaning they were intentionally selected based on the following criteria:

1. The episode contains natural spoken conversation.
2. The speakers use both Indonesian and English.
3. The episode includes clear instances of code switching.
4. The video is publicly available on the Puella YouTube Channel.

These ten episodes serve as the sample, while each utterance containing code switching serves as the unit of analysis. Each episode was watched and transcribed by the researcher. Automatic transcription tools (TurboScribe and YouTube captions) were used only as assistance and were

manually checked for accuracy. Each of this episode is then check for any instance of sentence that was classified as intra-sentential, inter-sentential, or tag switching based on the framework of Bullock and Toribio (2009) Using Holmes (2013), the researcher examined the social motivations behind each switching instance.

## **RESULTS AND DISCUSSION**

Code Switching frequently occurs across various contexts in society, including within communities, countries, and especially on social media platforms such as YouTube. In this case of the Puella YouTube channel, several instances of code switching can be observed in the conversation between the host and the guests. Based on the analysis of the interactions in Puella YouTube videos, the types of code switching identified are presented as follows.

In this identification, the researcher presents a number of the result number of conversations between the host and guests on the Puella YouTube channel that contains instances of code switching. This section show total of excerpts in which both the host and guests engage in code switching throughout their interactions on the channel. As the focus of this researcher is to find the types of Code Switching and how many there are using Bullock and Toribio theory the total of result of Code Switching happened here are as follows

In this study, the researcher identified a total of 620 instances of intra-sentential switching across the selected episodes this substantial number demonstrates that intra-sentential switching is one of the most prominent patterns observed in the speakers' discourse, reflecting their high bilingual proficiency and natural integration of both languages during conversation.

While inter-sentential has identified to a total of 392 instances of inter-sentential switching across the selected episodes this number indicates that inter-sentential switching is a consistently occurring pattern and forms an important part of the bilingual interactions found in the podcast.

The tag switching has identified to a total of 131 instances of tag switching across the selected episodes This number shows that tag switching, while less frequent than other types, still appears consistently as speakers use brief English expressions to emphasize points, manage the flow of conversation, or add interpersonal nuance.

Based on the overall findings, intra-sentential switching appeared most frequently compared to inter-sentential and tag switching. This predominance occurs because the speakers in the Puella YouTube podcast are fluent bilinguals who can easily combine Indonesian and English within the same sentence. The main host, Cinta Laura, is also a bilingual speaker who grew up and studied abroad,

which contributes to her fluency in English. This naturally influences her communication style and encourages other speakers to adopt a similar style of speaking, blending both language and fluidity within a single sentence.

The frequent use of intra-sentential switching also reflects the casual, spontaneous, and fast-paced nature of the podcast. Because the conversation flows quickly, it is easier for the speakers to insert English expressions directly within Indonesian sentences rather than pausing to start a new sentence in another language. Furthermore, English is widely recognized as an international language, especially in media and entertainment, which makes the speakers more comfortable and confident in using it to sound professional and globally connected.

Meanwhile, inter-sentential switching occurs less frequently because it typically requires a pause or a sentence boundary before changing languages. Tag switching appears the least often, as it involves only brief expressions or discourse markers such as *you know*, *well*, or *right*, which are relatively limited in number and used less frequently in conversation.

Code switching is not a random or unconscious act; rather, it is a deliberate and meaningful choice that reflects aspects of the speaker's identity, relationship with interlocutors, topic of discussion, and emotional expression. In bilingual interaction, code switching often enables speakers to communicate more effectively, adapt to situational contexts, and strengthen social connections with their audience. There are several instances of code switching contained more than one underlying reason; in other words, a single line could serve multiple communicative functions simultaneously. To avoid overlap and ensure clarity in the analysis, the researcher selected the lines that most closely corresponded to each specific reasoning category. The results of this classification are presented as follows:

1. Identity and Relationship: a total of 50 examples
2. Status and Formality: a total of 44 examples
3. Topic: a total of 49 examples
4. Quoting Dialogue: a total of 19 examples
5. Affective Function: a total of 45 examples
6. Rhetorical/Metaphorical Switching a total of 42 examples
7. Humor/Playfulness: a total of 15 examples

The high frequency of Identity & Relationship and Topic functions in the data aligns directly with the overall structure and thematic focus of the *Puella* podcast. Each episode centers on deeply

personal discussions in which guests reflect on their identity, relationships, social experiences, personal growth, and life history. Because the interview format consistently invites speakers to talk about who they are, how they were raised, how they relate to others, and how they navigate social expectations, many instances of code switching naturally fall under the Identity & Relationship category. These topics require speakers to articulate self-positioning, personal viewpoints, and interpersonal dynamics, making this function particularly prominent in the dataset.

Similarly, topic-based switching appears frequently because the show regularly introduces key themes using English expressions that are commonly adopted in Indonesian discourse, terms related to mental health, boundaries, independence, toxic relationships, healing, confidence, and personal development. Since these subjects form the core of nearly every interview, speakers often switch to English when initiating or framing a thematic concept.

In other words, the dominance of these two functions is not random; it directly reflects the content of the interviews, which revolve around identity formation, relational experiences, and socially relevant issues. As a result, code switching becomes a tool that speakers use to navigate and express these complex personal and social themes throughout the conversations.

## **CONCLUSION**

This study has investigated the types and social motivations of code switching in ten selected episodes of the Puella YouTube Channel. Using Bullock and Toribio's (2009) framework for structural classification and Holmes' (2013) model for social functions, the researcher identified 1,143 total instances of code switching, consisting of 620 intra-sentential switches, 392 inter-sentential switches, and 131 cases of tag switching. These quantitative results indicate that intra-sentential switching dominates the interactions, reflecting the speakers' high bilingual proficiency and the spontaneous, conversational nature of podcast discourse. The prevalence of this type demonstrates that Indonesian and English are not treated as separate systems but are fluidly integrated within single utterances in order to achieve communicative efficiency and stylistic nuance.

The analysis of social motivations further confirms that code switching in the Puella YouTube Channel is not random but highly functional and context-sensitive. Identity and relationship marking and topic-related switching emerged as the most frequent motivations, followed closely by affective expression, rhetorical effects, and status management. These findings correspond directly to the interview-based format of the program, which centers on personal narratives, emotional experiences, social positioning, and discussions of contemporary issues such as relationships, self-development, and

mental health. English lexical items and clauses are frequently employed when introducing thematic concepts, expressing evaluation, or emphasizing emotional stances, while Indonesian remains dominant for narrative elaboration and culturally grounded reflection. Consequently, code switching operates as a strategic communicative resource through which speakers negotiate meaning, project public personas, and manage interpersonal alignment in front of a large online audience.

Importantly, the results also contribute to the understanding of one-way talk in digital media contexts. Although podcasts and YouTube interviews involve conversational exchanges between hosts and guests, they are simultaneously designed for mass audiences who are not physically present and cannot participate directly in the interaction. In this semi-monologic communicative situation, code switching functions as a rhetorical bridge between speakers and viewers. By alternating languages, hosts and guests signal cosmopolitan identity, inclusivity, expertise, and emotional accessibility, thereby strengthening audience engagement despite the asymmetrical communication flow. The frequent insertion of English expressions related to global culture and psychology, for example, helps frame the discussion for a broad, digitally literate audience, while Indonesian maintains intimacy and cultural proximity. Thus, code switching becomes a pragmatic strategy for sustaining audience connection in a predominantly one-directional communicative setting.

This study is limited to the linguistic behavior of hosts and guests within the recorded podcast episodes and does not investigate audience reception, viewer interpretation, or interaction through comment sections or other platform features. Although the Puella YouTube Channel operates within a broadcast environment that potentially invites audience engagement, the present analysis treats the discourse primarily as speaker-produced communication directed toward a mass online public rather than as fully interactive two-way talk. Future research may incorporate audience perspectives, comment analysis, or ethnographic approaches in order to explore how viewers interpret bilingual performances and whether code switching influences engagement, credibility, or identification with speakers.

Overall, this study demonstrates that code switching in the Puella YouTube Channel reflects broader sociolinguistic patterns in Indonesian digital discourse, where bilingual speakers exploit linguistic resources to construct identity, manage topics, and perform emotional authenticity in public media. The findings enrich existing sociolinguistic research on online talk shows and podcasts by illustrating how bilingual practices adapt to broadcast-oriented platforms that blur the boundary between dialogue and public address. Future research may extend this investigation by comparing

multiple YouTube channels, examining audience responses in comment sections, or incorporating quantitative interactional analysis to explore how viewers interpret and align with bilingual performances in one-way or semi-interactive media environments.

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