

TRANSLANGUAGING IN SOCIAL MEDIA CONTENT: A CASE STUDY OF MAXWELL SALVADORR'S YOUTUBE CONTENT

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ABSTRACT

This study aims to describe translanguaging practices in Maxwell Salvadorr's YouTube content. The study employed a qualitative descriptive method with a corpus-based approach. The research data consisted of spoken utterances from the YouTube channel @maxwellsalvadorr, which were transcribed into textual form. Data collection was conducted through observation and note-taking techniques, while data analysis was assisted by AntConc software to identify the frequency and distribution of vocabulary items. The findings indicate that Maxwell Salvadorr's utterances demonstrate translanguaging practices through the flexible use of Indonesian, the Surabaya dialect of Javanese, and nonstandard language elements within a single utterance. These practices are reflected in the use of distinctive vocabulary items such as *iki*, *lek*, *kon*, *arek*, and *ngene*, which are used alongside Indonesian in digital communication contexts. In addition, pragmatic particles such as *loh*, *toh*, and *sih* were found, indicating informal communication strategies and social closeness with the audience. From a phonetic perspective, translanguaging practices are also marked by the use of the vowel /ɔ/, the velar nasal consonant /ŋ/, and the glottal stop /ʔ/, which are characteristic features of the Surabaya dialect. The findings show that language use in digital media is dynamic and flexible and reflects the speaker's bilingual identity in establishing communication with the audience.

Introduction

The ability to use more than one language, commonly referred to as multilingualism, is a phenomenon frequently found in modern society. Multilingualism refers to the ability of individuals or groups to use two or more languages in everyday communication activities (Tatsbita, Primaditha et al., 2024). This phenomenon not only includes the use of national languages, such as Indonesian, but also involves regional languages, such as Javanese, as well as foreign languages, such as English. The diversity of language use not only reflects cultural richness but also demonstrates the continuously evolving social dynamics of society in response to changing times (Naution et al., 2024).

Indonesia, as a country with a high level of regional language diversity, has made multilingual practices an inseparable part of social life. Indonesian functions as the national language used in formal and interregional communication, while regional languages continue to be used in everyday interactions within informal contexts. This condition leads

to language contact, which allows various linguistic phenomena to emerge, such as code-switching, code-mixing, and translanguaging (Manurung et al., 2025). Translanguaging refers to the practice of using multiple languages flexibly and dynamically by speakers to construct meaning and adapt communication to particular social contexts. In translanguaging practices, speakers utilize their entire linguistic repertoire without rigidly separating language boundaries. This phenomenon is commonly found in bilingual and multilingual communities, including in everyday digital communication (Brilliant et al., 2025).

With the advancement of information and communication technology, translanguaging practices have become increasingly visible in digital media, one of which is through the YouTube platform. YouTube functions not only as a medium of entertainment but also as a space for language production that presents utterances in natural, spontaneous, and contextual forms (Emilia & Hamied, 2022). In various uploaded contents, the use of more than one language within a single utterance is frequently found, such as the combination of Indonesian, regional languages, and foreign languages. This phenomenon indicates that language use in digital media is flexible, dynamic, and highly influenced by social context and speaker identity. In this regard, regional languages continue to play an important role as markers of linguistic identity in the digital public sphere (Eka Putri, 2022).

The selection of YouTube as the data source in this study is based on its ability to provide authentic and natural linguistic data. Compared to other social media platforms, YouTube offers relatively longer content duration, enabling researchers to obtain more extensive and diverse speech data. This condition provides opportunities for more comprehensive analysis because variations in language use can be observed more deeply within complete and continuous contexts.

One YouTube channel that is interesting to examine is the @maxwellsalvadorr channel. The channel was selected because it presents distinctive and consistent speech characteristics that are linguistically interesting to analyze. One of its prominent characteristics is the use of the expression “amin kamsia” at the end of videos, as well as the representation of a speaking style resembling that of an elderly person, leading the creator to be frequently referred to as “buyut” by the audience. In addition, the primary characteristic of this channel lies in the dominant and consistent use of the Surabaya dialect of Javanese in every utterance, including lexical aspects, intonation, and phonetic realization. The use of Javanese elements within Indonesian utterances indicates translanguaging practices that reflect the linguistic identity of arek Surabaya. This uniqueness constitutes a particular attraction while also strengthening the novelty value of the study (Yahaya & Nur Fazila i Salleh, 2020).

Previous studies on the @maxwellsalvadorr channel have been conducted by Auliah and Joko Purwanto through a study entitled “Analisis Campur Kode pada Kanal YouTube Maxwell Salvador ‘Sebulan di Finlandia #SekopMendunia Part 2/3 dan Dampaknya terhadap Eksistensi Berbahasa Gen-Z: Kajian Sociolinguistik.’” The study focused on the phenomenon of code-mixing in speech as a form of language variation among young people (Auliah & Purwanto, 2025). The findings revealed eleven instances of code-mixing, including internal code-mixing involving Javanese and external code-mixing involving English and Korean, which functioned to strengthen expression, adjust to cultural contexts, and establish closeness with the audience (Permataningtyas et al., 2026). Furthermore, a study by Andini Rahmawati investigated the phenomena of code-switching and code-mixing

in the utterances of the same YouTuber. The results showed that code-switching and code-mixing appeared in the form of insertions and intersentential shifts that functioned as expressive communication strategies and markers of social identity, influenced by academic background, bilingual habits, and global audiences (Rahmawati & Purwanto, 2025).

Unlike previous studies that focused on the phenomena of code-switching and code-mixing from a sociolinguistic perspective, this study specifically emphasizes translanguaging in Maxwell Salvadorr's utterances. The study focuses on the flexible use of Indonesian and the Surabaya dialect of Javanese in digital communication, encompassing lexical, pragmatic, and phonetic aspects, thereby providing a more in-depth discussion of local linguistic characteristics in digital media.

The Javanese language itself has various dialectal variations that develop based on the geographical and social backgrounds of its speakers. One of the most prominent dialects is the Surabaya dialect, which is known for its distinctive characteristics in terms of vocabulary, intonation, and phonetic aspects (Rahmawati & Purwanto, 2025). This dialect is generally characterized by a direct, expressive, and egalitarian speaking style, distinguishing it from the Central Javanese dialect, which tends to be more refined and structured.

The differences between the Surabaya dialect and the Central Javanese dialect, such as the Semarang dialect, can be observed in terms of vocabulary, meaning, and phonetics. For example, the word *kon* in the Surabaya dialect, meaning "you," corresponds to *kowe* in the Central Javanese dialect, with differences in vowel quality and syllable structure. In addition, the word *yaopo* in the Surabaya dialect, meaning "how," corresponds to *piye* in the Semarang dialect, indicating differences in phonological structure and sound realization. The particle *tah* in the Surabaya dialect also functions as an emphatic marker in utterances, whereas a similar function in the Central Javanese dialect is often realized through the particles *to* or *lho*. These differences indicate that dialectal variation is not only related to lexical forms but also encompasses phonetic aspects and pragmatic functions in communication (Ponco Santoso et al., 2019).

From a phonetic perspective, the Surabaya dialect demonstrates distinctive and consistently used variations of speech sounds. Phonetics is a branch of linguistics that studies speech sounds based on how they are produced, articulated, and perceived by speakers (Fauzil Ihsan, 2023). These variations include the use of particular vowels, such as the vowel [ɔ] in the word *apa*, the use of the velar nasal consonant [ŋ] in the word *ngitung*, and the realization of the glottal stop [ʔ] in certain positions, such as in the word *isa*. In addition, there are also phenomena of sound reduction and pronunciation changes, such as vowel shortening or the omission of certain phonemes in rapid speech, which further reinforce the phonological identity of the Surabaya dialect. These phonetic aspects are important to examine because they are directly related to sound realization, which serves as a distinguishing feature between one dialect and another (Rahayu et al., 2023).

Research on translanguaging in digital media is important because it not only contributes to the development of linguistic studies, particularly in the field of digital sociolinguistics, but also serves as an effort to understand the dynamics of regional language use amid globalization. In this context, digital media such as YouTube become relevant data sources because they present utterances that are natural, spontaneous, and contextual.

This study collected data from the YouTube channel @maxwellsalvadorr by utilizing AntConc software as a data analysis tool. The data, consisting of utterances in the videos,

were transcribed and processed to systematically identify the frequency of vocabulary occurrence. This corpus-based approach enabled the researchers to obtain more objective and measurable data in identifying patterns of language use, particularly in observing vocabulary dominance and tendencies in the use of linguistic forms in the Surabaya dialect (Nurmala, 2026).

Based on the aforementioned background, this study aims to describe translanguaging practices in the YouTube content of @maxwellsalvadorr, encompassing lexical, pragmatic, and phonetic realization aspects. The analysis was conducted using a corpus-based approach to identify the frequency distribution of vocabulary use. The results of the analysis are presented in the form of linguistic tables and corpus tables to demonstrate the relationship between lexical forms, meanings, and sound realization in everyday language use.

Method

This study employed a qualitative descriptive method because it focused on analyzing language use in natural and communicative contexts. Qualitative research is a research method aimed at understanding social and linguistic phenomena in depth based on data obtained from the research object (Hasibuan et al., 2022). This approach was used to describe translanguaging practices in Maxwell Salvadorr's utterances in digital media. Translanguaging is understood as the practice of using multiple languages flexibly and dynamically in the communication process. Therefore, the research data source was obtained from the YouTube channel @maxwellsalvadorr, which features the use of Indonesian and the Surabaya dialect of Javanese in everyday communication (Macawile & Plata, 2022). The research data consisted of spoken utterances, which were subsequently transcribed into textual form to facilitate the linguistic analysis process. Data collection was conducted through observation and note-taking methods according to Mahsun in (Isnaini & Sabardilla, 2022). The observation technique was carried out by observing language use in the data source, while the note-taking technique involved recording relevant linguistic data for further analysis.

The collected data were then analyzed using AntConc software. Corpus-assisted analysis is considered capable of helping researchers process large amounts of data more systematically while reducing analytical subjectivity (Icuk Prayogi, 2025). In addition, the corpus-based approach enables researchers to identify patterns of language use through more structured data analysis techniques. Based on the data processing results, 39 vocabulary items with the highest occurrence frequency were identified and selected as the focus of the study. The data were subsequently classified into two forms of presentation, namely a linguistic analysis table containing vocabulary items from the Surabaya dialect of Javanese, their Indonesian equivalents, and phonetic transcriptions, as well as a corpus table consisting of rank, frequency, and range.

Based on the research objectives, this study focuses on the analysis of translanguaging practices in Maxwell Salvadorr's utterances in digital media. The analysis covers lexical, pragmatic, and phonetic aspects, including the use of distinctive vocabulary from the Surabaya dialect of Javanese, pragmatic particles, and pronunciation features that indicate the identity of the Surabaya dialect. In addition, this study also examines the simultaneous use of Indonesian and Javanese within a single utterance as a form of flexible bilingual communication in digital media.

Data analysis was conducted through the stages of data reduction, data presentation, and conclusion drawing. The processing of linguistic data was assisted by AntConc software to identify the frequency and distribution of vocabulary items appearing in the speaker's utterances. In addition, phonetic analysis was carried out through phonetic transcription to identify pronunciation features characteristic of the Surabaya dialect of Javanese in translanguaging practices. This study is descriptive in nature and does not aim to generalize all variations of the Surabaya dialect of Javanese, but rather to describe tendencies in language use that emerge in digital communication based on the analyzed data.

Results and Discussion

Table 1. Vocabulary Data

No	Word	Indonesian Equivalent	Phonetic Transcription
1	Tak	Akan	[tak]
2	Gak	Tidak	[gak]
3	Iki	Ini	[ʔiki]
4	Hlo	-	[loh]
5	Kayak	Seperti	[kayaʔ]
6	Sih		[sih]
7	He'e	Iya	[heʔe]
8	Wis	Sudah	[wis]
9	Gampang	Mudah	[gampan]
10	Ya	Iya	[yo]
11	Apa	Apa	[ʔopo]
12	Ana	Ada	[ono]
13	Sing	Yang	[sin]
14	Iku	Itu	[iku]
15	Ta	Kan	[to]
16	Isa	Bisa	[ʔiso]
17	Lek	Kalau	[leʔ]

No	Word	Indonesian Equivalent	Phonetic Transcription
18	Sik	Sebentar	[sɪʔ]
19	Toh		[toh]
20	Apik	Bagus	[ʔapɪ]
21	Ngitung	Menghitung	[ŋitʊŋ]
22	Kon	Kamu	[kɔn]
23	Tah	Beneran	[tah]
24	Anu	Itu	[ʔanu]
25	Cuman	Cuma	[cuman]
26	Pira	Berapa	[pirɔ]
27	Ra	Tidak	[ra]
28	Kene	Sini	[kene]
29	Larang	Maha	[laran]
30	Mangan	Makan	[manan]
31	Nek	Kalau	[nɛʔ]
32	Sek	Sebentar	[seʔ]
33	Sapa	Siapa	[sɔpɔ]
34	Adem	Sejuk	[adəm]
35	Arek	Anak	[arɛʔ]
36	Gedhe	Besar	[gɛdɛ]
37	Kaya	seperti	[kɔyɔʔ]
38	Lek	Jika/atau	[leʔ]
39	Ngene	Begini	[ɲene]

Table 2. Corpus Data

No	Word	Rank	Frequency	Range
1	Tak	27	78	6
2	Gak	31	66	7

No	Word	Rank	Frequency	Range
3	Iki	34	63	7
4	loh	34	63	6
5	Kayak	36	53	7
6	Sih	36	59	6
7	Heeh	46	43	3
8	Wis	57	37	6
9	Gampang	59	33	3
10	yaapa	62	32	6
11	apa	66	31	7
12	ana	72	28	4
13	Sing	72	28	6
14	Iku	88	23	4
15	Ta	118	17	5
16	Isa	126	15	4
17	Lek	126	15	5
18	Sik	152	13	6
19	Toh	152	13	4
20	Apik	203	9	4
21	Ngitung	203	9	1
22	Kon	232	8	2
23	Tah	232	8	3
24	Anu	262	7	3
25	Cuman	262	7	4
26	Pira	262	7	2
27	Ra	262	299	1
28	Kene	299	6	4
29	Larang	299	6	2
30	Mangan	299	6	3
31	Nek	299	6	3
32	Sek	299	6	2
33	Sapa	299	6	1
34	Adem	414	4	1
35	Arek	414	4	2
36	gedheΩ	414	4	3
37	Kaya	414	4	2
38	Le	414	4	2
39	Ngene	414	4	2

1. Translanguaging Practices in Maxwell Salvadorr's Utterances

Interference in translanguaging practices in Maxwell Salvadorr's utterances can be observed through the use of distinctive Javanese vocabulary, such as *iki*, *iku*, *wis*, *lek*, *ngene*, *arek*, *mangan*, and *opo* within Indonesian utterances. The use of these vocabulary items indicates that Javanese lexical elements are maintained by the speaker even though the

communication context is dominated by Indonesian. In addition, pragmatic particles such as *loh*, *to*, *toh*, and *sih* also demonstrate the flexible use of linguistic elements in the construction of informal utterances in digital media.

These translanguaging practices can be observed in the use of the words *lek*, *kon*, and *arek* in Maxwell Salvadorr's utterances. The word *lek* is a vocabulary item from the Surabaya dialect of Javanese used within Indonesian utterances. The examples are as follows.

1. "ya tinggal dikurangi 7 ae lek aku tadi tak kurang 7, ini gampang"
2. "Tak posting gapapa yo lek gak males tak edit"

The word *lek* in these utterances contains the phonetic sound [leʔ]. The open-mid vowel [ɛ] along with the presence of the glottal stop [ʔ] at the end of the word, constitutes a phonetic characteristic of the Surabaya dialect. The use of the word *lek* indicates translanguaging practices because Javanese lexical and phonological elements continue to be used within utterances that are predominantly in Indonesian. In addition to functioning as a conjunction between clauses, the use of this word also reflects the speaker's regional identity in informal communication within digital media.

The word *kon* is also a vocabulary item from the Surabaya dialect of Javanese used in Maxwell Salvadorr's utterances. The word is generally used as a second-person pronoun meaning "you." The examples are as follows.

1. "wah kon yakin bokongku segede iki iso muat"
2. "Makasih loh sel nanti terus kon iku sing bayar apa guduk aku? Enggak dibayar Michael ini loh"
3. "wetengku gede saiki wetengmu loh cilik gila kon mesti sering maem mie"

The word *kon* contains the phonetic sound [kɔn]. The open-mid back vowel [ɔ] in the word is one of the distinctive phonetic characteristics of the Surabaya dialect of Javanese. The use of the word *kon* in Maxwell Salvadorr's utterances demonstrates translanguaging practices through the incorporation of elements from the Surabaya dialect of Javanese within Indonesian utterances. The word is used as a second-person pronoun to refer to the interlocutor informally, thereby reflecting social closeness and a relaxed communication situation in digital media.

The word *arek* is also a distinctive vocabulary item from the Surabaya dialect of Javanese that appears in Maxwell Salvadorr's utterances. The word means "child" or "person" and is frequently used to refer to a group of peers. The examples are as follows.

1. "Gila sih memang arek-arek iki ciamik-ciamik"
2. "kita sekarang mau kesana sambil nunggu arek-arek aku tak tuku-tuku mungkin lama paling"

The word *arek* in these utterances contains the phonetic sound [arɛʔ]. The open-mid vowel [ɛ] along with the presence of the glottal stop [ʔ] at the end of the word, constitutes a phonetic characteristic of the Surabaya dialect. The use of the word *arek* indicates translanguaging practices because Javanese lexical and phonological elements are maintained within utterances that are predominantly in Indonesian. In addition, the reduplicated form *arek-arek* is used to express plural meaning or a group of peers, thereby reflecting a distinctive morphological feature of Javanese in informal communication.

Translanguaging practices are reflected through the use of distinctive Javanese vocabulary, such as *iki*, *iku*, *wis*, *lek*, *ngene*, *arek*, *mangan*, and *opo* within Indonesian utterances. The use of these vocabulary items indicates that the speaker utilizes various linguistic elements flexibly in digital communication. In addition, pragmatic particles such as *loh*, *to*, *toh*,

and *sih* also demonstrate informal communication strategies used to establish social closeness with the audience.

On the other hand, this study also reveals the use of Indonesian language elements within translanguaging practices in the Surabaya dialect of Javanese. This use can be observed in the occurrence of nonstandard Indonesian vocabulary items such as *gak*, *kayak*, *cuman*, and *gampang*, which appear together with Javanese vocabulary within a single utterance. In Javanese, the word *gak* has the equivalents *ora* or *ra*, while the word *kayak* has the equivalents *koyo* or *kaya*. However, the speaker more frequently uses the Indonesian forms because they are considered more common, popular, and easier for social media audiences to understand.

In addition, the use of Indonesian is also evident in the shift of vocabulary choice within Javanese. Several Javanese vocabulary forms that would traditionally be used fully have begun to be replaced by Indonesian forms or mixed forms. For example, the speaker uses the form *kayak ngene* instead of the fully Javanese form *koyo ngene*, or uses *gak iso* instead of *ora iso*. This phenomenon indicates that language use in digital media is dynamic and flexible because speakers utilize various linguistic elements simultaneously in everyday communication.

Based on the findings of the study, a reciprocal relationship was identified between the Surabaya dialect of Javanese and Indonesian in Maxwell Salvadorr's utterances. Translanguaging practices are reflected not only through the use of Javanese elements within Indonesian utterances, but also through the use of Indonesian elements within utterances in the Surabaya dialect of Javanese. This phenomenon occurs because the speaker lives in a bilingual environment in which both languages are alternately used in everyday communication, particularly in digital media.

The use of Indonesian elements in Javanese utterances can be considered quite significant because it gives rise to mixed-language forms in everyday communication. However, such usage does not eliminate the identity of the Javanese language as a whole. The speaker continues to maintain several distinctive characteristics of the Surabaya dialect, including lexical, phonetic, and intonational aspects (Tiarma Rokasih Sagala et al., 2025). Therefore, the relationship between Indonesian and Javanese in this study is dynamic, as both languages are used simultaneously through an ongoing process of language contact.

This phenomenon indicates that language use on social media is multilingual and flexible. Speakers utilize Indonesian and the Surabaya dialect of Javanese simultaneously as communication strategies and markers of social identity in digital interactions (Hermawan & Solihati, 2024). This condition demonstrates that social media has become a space for translanguaging practices that reflect the linguistic dynamics of bilingual communities in the digital era (Macawile & Plata, 2022).

2. Vocabulary Analysis Based on Frequency Distribution

No	Word	Rank	Frequency	Range
1	<i>Tak</i>	27	78	6
2	<i>Gak</i>	31	66	7
3	<i>Iki</i>	34	63	7

4	<i>Loh</i>	34	63	6
5	<i>Kayak</i>	36	53	7

Based on the results of the corpus data processing, a number of vocabulary items with the highest occurrence frequency were identified in the utterances from the eight analyzed videos. The resulting data not only show the frequency of occurrence but also the distribution level of vocabulary items across each video. The analysis results indicate that vocabulary items such as *tak*, *gak*, *iki*, *loh*, and *kayak* have relatively high frequencies of use and appear consistently in various speech contexts.

The use of these vocabulary items can be found in various utterances in Maxwell Salvadorr's videos. For example, the use of the word *tak* can be observed in the utterance "*yang dijabarkan terus yang kiri sembilan tak coret yang kanan juga tak coret.*" The word *gak* appears in the utterance "*guys ya karena suaranya gak krungu jadi aku voice over mane.*" Furthermore, the use of the word *iki* is found in the utterance "*piro regone iki kan. iki aku masak tapi enak to nyoba.*" The word *loh* is used in the utterance "*iya kalian bandingno loh. Apa iki? kok ini?*", while the word *kayak* appears in the utterance "*kamu berpikir tak ini aku terakhir kerja soal kayak gini tuh waktu SD aku gak dapat jawaban ya.*"

The high frequency of these vocabulary items indicates the interference of the Surabaya dialect of Javanese with Indonesian, particularly at the lexical level. Lexical interference can be observed through the use of Javanese vocabulary elements such as *iki*, *opo*, *nek*, and *arek* within Indonesian utterances, even though equivalent forms exist in standard Indonesian. This phenomenon demonstrates that speakers continue to maintain elements of regional language in everyday communication processes.

Categorically, the identified vocabulary items can be grouped into several forms, namely (1) vocabulary from the Surabaya dialect of Javanese, such as *opo*, *iso*, *mangan*, *arek*, and *ngene*; (2) nonstandard Indonesian vocabulary, such as *gak*, *kayak*, and *cuman*; and (3) pragmatic particles, such as *loh*, *sih*, and *toh*. The presence of these various vocabulary forms within a single utterance indicates the existence of bilingual practices that influence the speaker's language use.

In addition, the relatively high range values indicate that these vocabulary items are used repeatedly and consistently across almost all analyzed videos. This finding suggests that interference from the Surabaya dialect of Javanese does not occur incidentally, but rather has become part of the speaker's habitual language use in digital communication.

3. Phonetic Analysis as a Marker of Dialectal Interference

No	Vocabulary	Phonetic Transcription
1	<i>Opo</i>	[ʔɔpɔ]
2	<i>Piro</i>	[piɾɔ]
3	<i>Ngitung</i>	[ŋiton]
4	<i>Ngene</i>	[ɲene]
5	<i>Lek</i>	[lɛʔ]
6	<i>Nek</i>	[nɛʔ]
7	<i>Gampang</i>	[gampan]

8	<i>Larang</i>	[laraŋ]
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From a phonetic perspective, the analysis was conducted through phonetic transcription to identify pronunciation features characteristic of the Surabaya dialect. The analysis results reveal consistent pronunciation patterns that serve as markers of phonological interference from the Surabaya dialect of Javanese into Indonesian.

One of the most prominent characteristics is the use of the open vowel /ɔ/ as observed in the words *apa* [ʔɔpɔ] and *pira* [pirɔ]. The use of this vowel produces a sound character that differs from standard Indonesian pronunciation. In addition, the use of the velar nasal consonant /ŋ/ was identified in both initial and final word positions, such as in *ngene* [ŋene] and *ngitung* [ŋitɔŋ]. These sounds constitute phonological features commonly found in the Surabaya dialect of Javanese.

Phonological interference is also evident in the use of the glottal stop /ʔ/ at the end of words, such as in *lek* [lɛʔ] and *nek* [nɛʔ]. The use of this sound indicates the influence of the Javanese sound system on the pronunciation of Indonesian utterances. In addition, there is a tendency toward strong final consonant pronunciation in words such as *gampang* [gampaŋ] and *larang* [laraŋ].

Based on these findings, it can be concluded that the phonological interference of the Surabaya dialect of Javanese is reflected through the use of distinctive sounds that speakers maintain within Indonesian utterances. These phonetic characteristics serve as markers of dialect identity that distinguish the Surabaya dialect from other language varieties.

Conclusion

Based on the findings of this study, it can be concluded that the utterances in Maxwell Salvadorr's YouTube content demonstrate translinguaging practices between Indonesian and the Surabaya dialect of Javanese. These translinguaging practices are reflected in lexical, pragmatic, and phonetic aspects, marked by the use of distinctive vocabulary from the Surabaya dialect and specific pronunciation features that are consistently maintained within Indonesian utterances. The analysis results also indicate that the use of elements from the Surabaya dialect of Javanese occurs consistently in digital communication, thereby reflecting the speaker's language habits in a bilingual context. In addition, the study identified the use of Indonesian elements within utterances in the Surabaya dialect of Javanese, resulting in the emergence of mixed-language forms in everyday communication. Therefore, language use in digital media is flexible and dynamic and demonstrates a reciprocal relationship between Indonesian and Javanese in the communication process. These translinguaging practices further indicate that regional languages continue to function as markers of local identity in the digital interactions of bilingual communities.

Declarations

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