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**COMMUNICATION ACCOMMODATION STRATEGIES
IN TIKTOK: A STUDY OF BILINGUAL INTERACTION
BETWEEN INDONESIAN AND RUSSIAN SPEAKERS IN
@BAGUS ISTRI SHINE RUSIA**

*(Strategi Penyesuaian Komunikasi di TikTok: Kajian Interaksi
Dwibahasa antara Penutur Bahasa Indonesia dengan Rusia dalam
Akaun @Bagus Istri Shine Rusia)*

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ABSTRACT

The existence of social media makes the boundaries of time and space disappear. This phenomenon has led to the emergence of many people who are able to master more than one language as tool of communication, known as bilingualism, through language contact. This language contact phenomenon is evident in social media content, particularly on TikTok. Based on the phenomenon of language contact on TikTok, his study aims to explore how bilingual Indonesian-Russian speakers on TikTok employ communication accommodation

strategies when interacting with native Indonesian speakers. This makes the study focusing on social media as a platform for language accommodation. This qualitative research applies a way of working that involves three strategic steps, namely collecting data, analysing data by identifying linguistic features using utterance analysis, and presenting the results of data analysis. The data used in this study amounted to 6 (six) videos obtained from the TikTok account @Bagus Istri Shine Rusia. This study concludes that @Bagus Istri Shine Rusia tends to use a communication accommodation strategy in the form of convergence like using English as more prestige language, with occasional use of divergence such as using *slangs* and non-formal form of the language. This shows that @Bagus Istri Shine Rusia in each video content tries to be similar and the same as the interlocutor and the audience. This research is beneficial to understand how bilinguals accommodate their communication with interlocutors of other languages.

Keywords: Language contact, communication adjustments, communication accommodation, convergence, divergence.

ABSTRAK

Kewujudan media sosial menyebabkan sempadan masa dan ruang menjadi kabur. Fenomena ini telah membawa kepada kemunculan ramai individu yang mampu menguasai lebih daripada satu bahasa sebagai alat komunikasi, yang dikenali sebagai dwibahasa, melalui kontak bahasa. Fenomena kontak bahasa ini jelas kelihatan dalam kandungan media sosial, khususnya di TikTok. Berdasarkan fenomena kontak bahasa di TikTok, kajian ini bertujuan meneroka bagaimana penutur dwibahasa Indonesia-Rusia di TikTok menggunakan strategi akomodasi komunikasi semasa berinteraksi dengan penutur asli bahasa Indonesia. Oleh itu, kajian ini memberi tumpuan kepada media sosial sebagai platform untuk akomodasi bahasa. Penyelidikan kualitatif ini menggunakan pendekatan kerja yang melibatkan tiga langkah strategik, iaitu mengumpul data, menganalisis data dengan mengenal pasti ciri linguistik melalui analisis ujaran, dan membentangkan hasil analisis data. Data yang digunakan dalam kajian ini terdiri daripada 6 (enam) video yang diperolehi daripada akaun TikTok @Bagus Istri Shine Rusia. Kajian ini merumuskan bahawa @Bagus Istri Shine Rusia cenderung menggunakan strategi akomodasi komunikasi dalam bentuk konvergensi seperti penggunaan bahasa Inggeris sebagai

bahasa yang lebih berprestij, dengan penggunaan divergensi secara sesekali seperti penggunaan slanga dan bentuk bahasa tidak formal. Ini menunjukkan bahawa @Bagus Istri Shine Rusia dalam setiap kandungan videonya cuba untuk menyerupai dan menyesuaikan diri dengan penutur lain serta khalayak. Kajian ini bermanfaat untuk memahami bagaimana penutur dwibahasa menyesuaikan komunikasi mereka dengan penutur bahasa lain.

Kata kunci: *Kontak bahasa, penyesuaian komunikasi, akomodasi komunikasi, konvergensi, divergensi.*

INTRODUCTION

Language and communication are two interrelated and complementary entities. Language can only be called a ‘language’ and can only produce meaning when used in communication, and the process of communication, which is a process of conveying messages from one individual to another using certain media, cannot be separated from the role of language as the main tool being exchanged. Language and communication tend to be difficult to understand if they are studied separately. Therefore, it is necessary to study the phenomenon of language use from the perspective of linguistics and communication science.

In some ways, communication studies are similar to linguistics. Communication study is a field of study that focuses on how language as a tool is used to convey a message, can occur in a context and a social situation that can be interpreted. However, linguistics, which still focuses on the structural features of language, tends to see communicative events as something outside its domain. As a result, the study of language use remains a branch of linguistics, always lacking the main concepts of communication science. What is needed is a more integrated approach between linguistics and communication science, commonly referred to as linguistic communication analysis.

Communication events in this era of technology are not always in the context of face-to-face, but also through social media. Especially in Indonesia, the development of social media has increased significantly and marked by its use by almost half of Indonesia’s population (Suganda et al., 2022). The existence of social media makes the boundaries of space and time disappear. This causes people from

different countries to interact and communicate through technology. This phenomenon has led to the emergence of many people who are able to master more than one language as tool of communication, known as bilingualism, through language contact.

The phenomenon of language contact can ultimately be seen in the content found on social media, one of which is TikTok. Through the TikTok account of @Bagus Istri Shine Russia, we can find one of the interesting phenomena of language contact to study. In the content she uploads, @Bagus Istri Shine Rusia always shares video conversations between her and her husband. As a Russian citizen married to an Indonesian and living in Indonesia, she tries to speak fluently in Indonesian. Through this account, we can observe how language use in diaspora communities affects people's daily lives and is part of the creativity and cultural interactions that occur on social media. @Bagus Istri Shine Rusia, through TikTok, gives us an idea of how cultural interaction and social integration take place in Indonesia.

Based on the phenomenon of language contact in the TikTok account, it is interesting to study how a bilingual, in this case Indonesian and Russian speakers, adapt their communication with native Indonesian speakers. @Bagus Istri Shine Rusia, as a native Russian speaker of Indonesian who has Russian lingual markers, employs both convergence and divergence strategies with her interlocutors through her Indonesian-Russian language variation. This is the basis for the urgency of researching communication accommodation strategies on the Russian TikTok account of @Bagus Istri Shine Rusia.

There are previous studies that are quite relevant to this research. First, there is a study regarding accommodation using perspective of linguistic communication conducted by Krisnuwardhana and Yulistiowati (2023) titled "*Akomodasi dan Atribusi Penggunaan Eufemisme dan Disfemisme dalam Pojok Kampung JTV: Kajian Komunikasi Linguistik*". This study aims to explore how language markers, specifically on lexical level, can show how people accommodate their communication strategies. This research finds out how euphemisms and dysphemism are accommodated in communication by looking at the attribution process to determine the motivation for using euphemisms and dysphemism.

Second previous study was conducted by Ainie and Andajani (2024) titled "*Kesalahan Berbahasa Indonesia Oleh Penutur Asing dalam*

Akun Youtube Tomohiro Yamashita “. This research has a similar focus namely the use of Indonesian language by foreign speakers on social media, except that this research only stops at Indonesian language errors by foreign speakers, and the data source used is Youtube as social media. Another difference from this previous research compared to the current research is the platform used. The previous research studied YouTube as its data source, while this current study uses TikTok as its data source.

Meanwhile, the next previous research was conducted by Indriani and Mulyana (2021) with the title “Communication Patterns of Indonesian Diaspora Women in Their Mixed Culture Families”. This study aims to examine the communication patterns experienced by diaspora women living in Australia. The results of this study show that the communication patterns of Indonesian diaspora women living in mixed culture families mostly consist of verbal communication which can be classified into five categories: (1) pure English, (2) mixed language, (3) English with unstructured grammar, (4) praise and appreciation, and (5) harsh words or swearing. This study focuses on the language diaspora, but not on the social media context, nor does it examine their communication adaptation strategies.

The next previous research was conducted by Murniasih and Casim (2024) titled “*Analisis Bilingualisme dalam Interaksi Sosial Vanilla Lovely (Adik Vallene Laurencia Selebgram Tiktok)*”. The purpose of this study is to determine the form of bilingualism and the factors that cause bilingualism in Vanilla Lovely’s social interactions in videos uploaded through the TikTok account @Vanillaaa_ly. This study shows that English is used predominantly in daily social interactions, while Indonesian is included in conversations with flexibility depending on the situation. This shows It demonstrates the complexity and dynamics of bilingualism observed in everyday life, as well as its relevance in the context of globalization and intercultural interaction.

The last previous research emphasized its study on the communication accommodation strategies of bilingual speakers. This research was conducted by Labadorf (2019) with the title “Bilingual Language Accommodation”. This research focuses on how a bilingual, or someone who is able to master and use more than one language, chooses the language to be used in a communication interaction. The research shows that many of the research participants tend to

accommodate their communication by adapting to the other person's native language, unless there are other confounding factors. However, this study did not emphasize language contact, and the source was not social media. This research done by Labadorf will also be used in triangulation strategy in this current study.

Based on the background and previous studies that have been described, it appears that research on communication accommodation strategies and on Indonesian-Russian speakers in communicating with native Indonesian speakers has not yet been done. This study aims to explore how bilingual Indonesian-Russian speakers on TikTok employ communication accommodation strategies when interacting with native Indonesian speakers. Therefore, the formulation of the problems that will be raised in this study are (1) What linguistic features characterize the communication between Indonesian-Russian bilinguals and native Indonesian speakers on TikTok?; and (2) What are the communication accommodation strategies carried out in speeches of Indonesian-Russian speaker when communicating with native Indonesian speaker? The objective of this study is to elucidate the manner in which foreign speakers, particularly Russian speakers, accommodate their communication strategies when engaging in discourse with Indonesian speakers.

THEORETICAL FRAMEWORK

Language Contact

The phenomenon of an individual mastering two or more languages and using them in conversation will certainly have linguistic consequences. One of these consequences is a phenomenon called language contact (Wardhaugh & Fuller, 2015). These linguistic consequences will unconsciously affect the speakers' speech. Such language contact events will certainly lead to linguistic diversity between speakers, such as vocabulary borrowing, code switching, code mixing, interference, integration, and accommodation. Language contact events also affect not only linguistic aspects, but also social and cultural aspects in society that reveal the dynamics of power, identity, and social relations. Furthermore, Wardhaugh and Fuller (2015) stated that language contact is one of the consequences in linguistics. Such language contact events will certainly lead to linguistic diversity among speakers, such as vocabulary borrowing,

code switching, code mixing, interference, integration, convergence, and other mixed languages such as pidgin or creole languages. This phenomenon will lead to changes in the structure and vocabulary of the two languages involved and will then trigger a shift in everyday language use. This will not only affect linguistic aspects but will also involve social and cultural aspects in the society, showing the dynamics of power, identity and social relations of the community.

Linguistics sees the phenomenon of language boxes as a phenomenon that is influenced by various social parameters of the contextual situation, the linguistic levels involved (phonology, morphology, etc.), as well as the entire linguistic architecture involved in the contact in question (Siemund, 2008). The language contact that occurs will give rise to the phenomenon of bilingualism. The term bilingualism refers to the knowledge and use of more than one language (Bhatia & Ritchie, 2013). In general, there are 2 types of bilingualism phenomena, namely social bilingualism and individual bilingualism (Appel & Muysken, 2005). Social bilingualism occurs in people who speak more than one language, while individual bilingualism is a phenomenon in which a person is proficient in more than one language. This research will focus on the phenomenon of individual bilingualism, specifically on Russian TikTok @Bagus Istri Shine Rusia content creators who are proficient in Russian and Indonesian.

In the Indonesian-Russian language variety, Indonesian functions as a lingua franca, which means it is the dominant language used as a means of communication among speakers of different mother tongues. In addition, Indonesian functions as a superstrate language, which influences the lexical elements in communication. On the other hand, Russian functions as a substrate language, which affects grammatical structures and phonology. The mixture of these two languages, when spoken by diasporic communities, results in a linguistic hybrid because it combines the characteristics of both languages, resulting in a pronunciation that is unique to hear. Indonesian is a language that contributes a lot of vocabulary to foreign speakers. Due to the large number of words that have contributed to the development of pidgin and creole languages, Indonesian is known as a lexical language, while the substrate language, Russian, is the native language of its speakers, which also contributes vocabulary, albeit in small amounts, but has an impact on the phonological system and grammatical structure of Indonesian (Meyerhoff, 2006; Wardhaugh & Fuller, 2015).

Superstrate and Substrate

In the phenomenon of language contact development, there are two terms that allude to the role of each language. These terms are superstrate and substrate. A superstrate language is one that is primarily used in the social, economic, and political aspects of a language community in a multilingual and language contact setting (Wardhaugh & Fuller, 2015). Superstrate languages, also known as lexifiers, are often used to contribute vocabulary to pidgin or creole languages that arise as a result of language contact. However, just because a superstrate language is primarily used in a social context does not guarantee that it will always be the standard language.

Substrate languages are mother tongues spoken by native speakers that help pidgin and creole languages develop by providing vocabulary, phonological systems, and grammatical structures. Speakers of substrate languages are usually considered inferior to speakers of superstrate languages. Based on the definition of superstrate and substrate, in the language contact phenomenon between Indonesian and Russian, the superstrate language is Indonesian and the substrate language is Russian.

Communication Adjustments

Communication can be considered as a cause-and-effect process (Mulyana, 2016), which therefore requires adjustment in every communication process that takes place. The concept of communication adjustment basically means where an individual adjusts his or her verbal and nonverbal behaviour in different and varied contexts (Gasiorek, 2016). In other words, communication adjustment is a process of changing and adjusting an individual's verbal and nonverbal behaviour in a communication interaction process. As one of the main elements in the communication process, communication adjustment has various forms and theories to support it, such as response equalization, code switching, and mimicry. However, this research will focus on Communication Accommodation Theory (CAT) as a basis for understanding communication accommodation as a broader field.

Communication accommodation also has several functions and social effects resulting from the accommodation itself, including

its attribution. Some of the functions, effects, and attributions of communication accommodation include (Gasiorek, 2016):

1. Communication adaptation is the basis of interaction and occurs in all variations of the communication domain. This is evidenced by the undetectability of communication adaptations that are made because this adaptation behaviour is fundamental. In addition, communication adaptation is thought to be the cause of social interaction (Enfield & Levinson, 2006).
2. Communication adaptation has two functions, namely, to establish a common ground so that coherent interaction can occur, and to regulate the social distance between individual communicators.
3. Communication adaptation can be based on responses to interlocutors or initiated by the speaker to achieve certain goals.
4. There are mutually agreed expectations and expectations of what is considered appropriate when a communication adjustment is made.
5. The adaptation process is often unconscious and automatic, although it can sometimes be conscious and deliberate.

Communication-Accommodation Theory

Communication Accommodation Theory (CAT) initially grew in intercultural situations in the 1970s in Quebec, Canada, providing a theoretical foundation to explain when, how, and why speakers accommodate their language through their speech and communication style with each other (Zhang & Giles, 2018). CAT, originally called Speech Accommodation Theory (SAT), was coined by Howard Giles in collaboration with Henri Tajfel, the initiator of Social Identity Theory (SIT). As a social and humanistic theory, CAT provides a broad framework for predicting and explaining how an individual adjusts his or her behaviour in communication events with interlocutors to fit the existing social context. These adjustments include creating, maintaining, or even reducing social distance in a communication interaction (Giles & Ogay, 2013).

Gasiorek (2016) in her article titled *Communication Accommodation Theory: Negotiating Personal Relationships and Social Identities*

across Contexts explained that there are 2 types of adjustments, namely verbal and non-verbal adjustments. This research only focus on the verbal adjustments in speeches. CAT can be applied to research that examines communication and interaction at different levels, ranging from intergenerational communication, intergender communication, organizational communication, communication through the media, and intercultural communication, which is the scope of this research. Communication accommodation itself is divided into 2 types, namely linguistic accommodation, which refers to the accommodation of speech behaviour, and also psychological accommodation, which refers to the motivation and intensity of speakers (Elhami, 2020). This research will focus on linguistic accommodation.

In order to examine how communicative accommodation strategies work, this research will focus on four basic aspects of CAT theory (Elhami, 2020; Gallois et al., 2005, 2016; Giles et al., 2023; Giles & Ogay, 2013; Zhang & Giles, 2018; Zhang & Imamura, 2017):

Accommodation

Accommodation in communication is a behavioral change in the form of social adaptation of an individual in communication. Accommodation is an ongoing process of adapting to each other's attitudes by changing one's communicative behavior. From a linguistic point of view, this change in communication behavior can be seen in the linguistic markers used in each utterance.

Convergence

Convergence is a form of adaptation of individual behavior when communicating and interacting with interlocutors. Convergence strategies are adjustments made in order to be the same as or equal to the interlocutor. Convergence is often associated with increased rapport, empathy, and bonding between communicators. Convergence can be more effective when communication is engaging, predictable, and easy to understand (Littlejohn et al., 2017). Convergence is not always positive, but it can also be negative, depending on how the interlocutor understands the accommodation. If the speaker speaks or behaves in a way that is similar or the same as the interlocutor, then convergence can be considered positive. However, if convergence is used to demean, tease, or embarrass, then convergence is considered

negative, which can actually damage the communication process being conducted (West & Turner, 2014).

Divergence

Divergence, or it can also be called maintenance strategy, is a form of speaker's effort to emphasize differences with his interlocutors in communication. By emphasizing the differences, divergence basically has the effect of increasing the social distance between individual communicators, in other words, the divergence process can also be called the dissociation process. Divergence cannot be misinterpreted as an attempt to disagree with the interlocutor, or even as an attempt not to respond to the interlocutor. Moreover, divergence does not mean not to care, but only to put the speaker's self into the process of dissociation with the interlocutor as a differentiator. This is done for a variety of different purposes (West & Turner, 2014).

Motivation

Both convergence and divergence strategies that an individual employs in his or her communication accommodation process are intended for a variety of purposes and reasons.

Both convergence and divergence in communication accommodation theory have several forms depending on the social value, level, symmetry, modality, and duration of the behavior (Gallois et al., 2005). The forms of convergence and divergence are as follows (Dragojevic et al., 2016):

Upward/downward. Upward adjustment refers to a change in a communication actor's behavior that tends to lead to a more prestigious variety of speech, while downward adjustment refers to a change that leads to a less prestigious variety.

Full/partial. The adaptation can also be complete or partial. In the example of the use of 2 languages in bilingual communication, the use of code-switching in some utterances shows partial adaptation. However, if the speaker completely uses a different language from the one used by the interlocutor, then the adaptation can be said to be complete.

Symmetry/Asymmetry. Symmetrical adaptations are adaptations that are also made by other communicators. This causes both speakers and interlocutors to make the same adjustments, so that adjustments are not made by only one party. This is usually done to avoid conflict. Then, an asymmetric adaptation is an adaptation made by only one party that leads to the interlocutor. This is common for speakers with interlocutors who have a higher social value or degree.

Unimodal/multimodal. Communication adaptation can also be applied to different aspects of communication. When communication adaptation is made to only 1 aspect, such as accent, it is called unimodal adaptation. If adjustments are made to more than 1 aspect, such as accent, dialect, language, gesture, etc., then these adjustments are categorized as multimodal adjustments.

Short-term/Long-term. Adjustments also occur for different durations. Sometimes adjustments occur only in a few specific interactions and for a short period of time, in which case it is called short-term adjustment, while when adjustments occur, they tend to last for a relatively long time and occur repeatedly in different interactions, in which case it can be said that the adjustment is long-term adjustment.

METHODOLOGY

The working method applied in this series of research processes includes three strategic steps, namely data collection, data analysis, and presentation of the results of data analysis. The data used in this study consisted of 6 (six) videos obtained from the TikTok account @ Bagus Istri Shine Rusia. All the 6 (six) videos used in this research can be seen in **Table 1** below:

The recorded videos contain only dialogues between @ Bagus Istri Shine Rusia and her husband. This account was specifically chosen due to the presence of a Russian speaker who is proficient in using Indonesian who shows her interaction with her husband who is a native Indonesian speaker. This is intended so that there is a mixture of Indonesian and Russian codes. Even though there are still probability of any subjectivity regarding the assessment of @Bagus

Istri Shine Rusia’s Indonesian language skills, but the length of her stay in Indonesia is a reference for assessing her ability. The collected videos are then manually transcribed. The data analysis stage began by analysing utterance and identifying linguistic features by creating classification and tabulation columns. Linguistic features are the specific elements or characteristics of a language that contribute to the way in which meaning is constructed, conveyed, and understood in both spoken and written communication.

Table 1

Data Source

Video No.	Video Title	Duration	Date Uploaded
1	Makna ‘Sok Cantik’ dalam Hubungan Suami Istri	0:33	13/03/2024
2	Pertama kali aku liat ada bunga makan angin 😊	0:37	01/06/2024
3	Ketemu sama jeruk ini	0:44	31/05/2024
4	Kenapa suami kaya gitu sama aku ya? Aku salah apa ha?	01:07	30/05/2024
5	Kecewak besar kali itu oi	0:33	27/05/2024
6	Dia kaya aku ada banyak anak 😊😊	0:30	26/05/2024

The linguistic features that have been classified by its level (phonology, morphology, lexical, syntax) will be used to will be used for comparison with standard Indonesian. The difference or gap between standard Indonesian and her speech will be used as a basis in assessing @Bagus Istri Shine Rusia’s accommodation strategies using utterance analysis method as the second stage of analysis. The measurement for ensuring the trustworthiness or validity of the findings in this study is done by using previous study, mainly study that had been done by Labadorf (2019) and Marliana et al. (2024) as alternative perspectives. Accommodation strategies are strategies in changing one’s behaviour (or speech and utterance in this context) in the form of a social adaptation in the communication process. Finally, the process of presenting the results of data analysis is done informally or descriptively by disclosing the results of data analysis using words or phrases that are systematic and easy to understand.

FINDINGS AND DISCUSSION

This the following, the research results based on the problem formulation of this study will be described. The first part will describe the linguistic features found in the TikTok video of @Bagus Istri Shine Rusia when communicating with Indonesian speakers. In the discussion section, it will be described which accommodation strategies are carried out by @Bagus Istri Shine Rusia when using Indonesian and Russian language variations when communicating with native Indonesian speakers. The next section is the communication strategies used by Indonesian and Russian speakers when communicating with native Indonesian speakers. The tabulation of the results of data collection and classification can be seen in **Table 2** below:

Based on Table 2, it can be understood that the sample data in the form of speech is compared with standard Indonesian by looking at each level starting from phonology, morphology, lexical, and syntax. This difference can also be seen from the presence or absence of lingual markers from Russian and other languages used when speaking Indonesian. At the level of phonology, the differences in phoneme realization that occur when compared to standard Indonesian are analyzed. At the level of morphology, it is seen how word formation is carried out, whether there are different morphemes, or not. At the lexical level, the use of words or phrases that are not variations of standard Indonesian is examined. Then at the syntactic level, the suitability of grammar with standard Indonesian grammar is analysed.

Based on the results of data collection and classification that has been done, there are 38 Indonesian Russian lingual features spread at different levels, ranging from phonological (How words or letters sound), morphological (word formation), lexical (word) and syntactic (sentence and grammar) levels. At the phonological level, there are 16 Indonesian Russian linguistic features, at the morphological level there are 3, at the lexical level there are 5 markers, while at the syntactic level there are 14 markers. Based on this data classification, it is possible to see what accommodation strategies are used in communication by looking at the comparison of standard Indonesian lingual features with the Russian language that influences them.

Table 2
Data Classification and Tabulation

No	Data	Standard Indonesian	Level	Distinguishing Feature
1.	Sok Cantik	Istri Bagus tidak pernah mendengar itu dari suaminya	Phonological	/k/, /c/
2.	<i>Bagus Istri</i> gak pernah denger kayak gitu dari suaminya	Hari ini tadi kamu makan angin		/dɒn.gər/
3.	Tadi hari ini kamu makan angin , suami	Artinya dia tidak bisa mati?		/an.gin/
4.	Berarti dia gak bisa mati ?	Katanya, akan kamu beri air		/mat'i/
5.	Mana katanya kasih air	Mas, aku mau itu		/air/
6.	Mas, mas, aku mau benda itu	Kami sudah menikah 8 tahun		/bunda/
7.	kita sama suami nikah udah delapan tahun	Hatiku sekarang hancur sekali		/udax/
8.	Itu hancur banget hatiku sekarang	Di dalam baju dan celana itu		/ban.gət/
9.	Di dalam baju itu, di dalam celana itu,			/tɛɔlana/
10	Ada kantong			/kanton-g/
11	Itu cuman itu suami gajilas	Hanya suaminya ini yang tidak jelas		/gadʒilas/
12	Suamik! Suamik!	Suami!		/ʔ/

No	Data	Standard Indonesian	Level	Distinguishing Feature
13	Ini bonsad ada lima anak, coba liat	Bonsai ini memiliki 5 cabang/dahan		/adza/
14	Satu, dua, tiga , empat, lima			/tiga/
15	Kamu gak pinter, kamu gak sekola	Kamu tidak pinter, kamu tidak sekolah		/sekola/
16	Itu bohon namanya bonsad kan?	Pohon ini bernama bonsai kan?		/bohon/
17	Terima kasih banyakin	Terima kasih banyak!	Morphological	banyakin
18	Segini hancurkan hati aku	Segini hancurnya hatiku		Hancurnya - hancurkan
19	Gimana caranya dimakan?	Bagaimana caranya makan (ini)?		Dimakan: kalimat aktif - pasif
20	<i>Bagus Istri</i> gak pernah denger kayak gitu dari suaminya	Istri (nya) bagus tidak pernah mendengar ini dari suaminya	Lexical	<i>Bagus Istri</i> - Istrinya Bagus
21	Aku minta kecewaknya yang kecil	Aku meminta kecoanya yang kecil		Kecewak - kecoa
22	Ini bonsad ada lima anak, coba liat	Bonsai ini memiliki 5 cabang/dahan		Bonsad - Bonsai
23	Itu jerampah , kenapa kepalanya panjang?	Kenapa kepala jerapah ini panjang?		Jerampah
24	Suami, aku mau boleh bawa pulang kah ini jerampan ?	Suami, bolehkah aku bawa pulang jerapah ini?		Jerampan
25	Di sini manusia aku	Di sini suaminya	Syntax	Manusia aku - <i>My man</i>
26	Mas, mas, aku mau benda itu!	Mas, aku ingin itu		Benda itu - Itu
27	Ah noo, bukan begitu konsepnya	Bukan begitu konsepnya		<i>Ah noo</i>

(continued)

No	Data	Standard Indonesian	Level	Distinguishing Feature
28	Suami, aku mau boleh bawa pulang kah ini jerampan	Suami, bolehkah aku bawa pulang jerapah ini?		Mau + boleh
29	Jerampan, kamu mau ikut sama aku?	Jerapah, apakah kamu ingin ikut denganku?		Sama - dengan
30	Biarin, dia yang pikir untuk aku	Biarkan dia yang pikir.		Tidak memerlukan frasa <i>untuk aku</i>
31	Kalian tau apa dia mau?	Kalian tau apa <i>yang</i> dia inginkan?		Tidak adanya kata 'yang'
32	Apa dia buat?	Apa <i>yang</i> dia perbuat?		Tidak adanya kata 'yang'
33	Aku mau liat apa ada di kantong dia	Aku ingin lihat apa <i>yang</i> ada di kantongnya		Imbuhan <i>per-</i> yang hilang
34	Kalian tau, kita sama suami nikah udah delapan tahun	Kalian tahu, kami sudah menikah 8 tahun		Tidak adanya kata 'yang'
35	Kalian tau apa aku cari? Aku cari plastik dari <i>chocolate</i>	Tahukah kalian apa <i>yang</i> aku temukan?		Kita sama suami
36	Itu cuman itu suami gajilas	Hanya suaminya ini <i>yang</i> tidak jelas		Apa <i>yang</i> Cari - temukan
37	Aku gak tau, soalnya <i>crocodile</i> nya itu	Aku tidak tahu, karena buaya itu		Itu cuma itu <i>Crocodile</i> -nya
38	Itu bohon namanya bonsad kan?	Pohon ini bernama bonsai kan?		Itu - ini

Each of every data samples above are then classified to each type of convergence or divergence by looking at how the utterance are compared to standard Indonesian language, or variation that is commonly used by Indonesian. The narrower the gap and differences comparing to standard Indonesian or common variation, the more the utterance is accepted, and the more it is to be classified as convergence. On the contrary, the more gaps or difference it has than the standard or common Indonesian, the more it is to be classified as divergence. Influences of other language are also become a variable whether the sample is classified to convergence or divergence. The more other language influences the utterance, the more it is to be assessed as divergence. Moreover, if the language used to influence is Russian, it also be classified as divergence.

Communication Adjustments: Convergence

As stated in theoretical framework above, convergence is a form of behavioural adaptation, specifically speech or utterance adaptation, done in order to be the same or equal to the interlocutor. Based on data collected and analysed, @ Bagus Istri Shine Rusia applies different types of convergence strategies: upward and downward convergence, full and partial convergence, symmetric and asymmetric convergence, unimodal and multimodal convergence, and short-term and long-term convergence.

Upward and Downward-type Convergence

Upward convergence can be seen in Data (35) and Data (37). Data (35) with the utterance “Kalian tau apa aku cari? Aku cari plastik dari chocolate” (you know what i’m looking for? I’m looking for the plastic of chocolate) shows an upward convergence strategy characterized using the word “*chocolate*”. In this utterance, @Bagus Istri Shine Rusia started by using Indonesian, but in the end, @Bagus Istri Shine Rusia used English, namely the word “*chocolate*”. English is still considered a more prestigious language than Indonesian. The use of language codes shows @Bagus Istri Shine Rusia’s efforts to align communication with upward convergence.

Then the same is the case with Data (37) with the utterance “*Aku gak tau, soalnya crocodilanya itu*” (I don’t know, because the crocodile...), which also code-mixes by using English by saying

“*crocodile*”, which means “*buaya*” in Indonesian. This also shows the existence of an upward communication adaptation strategy because English is considered more prestigious compared to Indonesian.

As for downward convergence, one of them is found in Data (12) where @Bagus Istri Shine Rusia says “*Suamik! Suamik!*” (Husband! Husband!) when she calls her husband. This speech can be categorized as a downward conversion strategy because it uses non-standard Indonesian variations. It is considered non-standard because there is a glottal stop phoneme (/ʔ/) at the end of the word, whereas there is no glottal stop phoneme at the end in standard Indonesian. The use of Standard Indonesian is considered a less prestigious language variety, so the utterance is categorized as a communicative adaptation in the form of downward convergence.

The last example of a downward convergence strategy is found in Data (30) with the utterance “*Biarin, dia yang pikir untuk aku*” (let him be, let him think for me). In the utterance, @Bagus Istri Shine Rusia uses the word “*biarin*” (let him be) instead of “*biarkan*”. This is one of the reasons for the downward convergence categorization, because the word, as a non-standardized variation of Indonesian, is used more often and more frequently compared to more standardized language variations. In addition, the expression “*biarin, dia yang pikir*” (let him think) is also more widely accepted by native Indonesian speakers because it is still commonly used.

Full and Partial Convergence

Based on the data collected, there are not many communication adaptations with the full convergence category. In almost all the data obtained, it shows that @Bagus Istri Shine Russia converges partially or partially, not in all utterances. Some examples of utterances classified as full convergence can be found in Data (28) and Data (29).

The first full convergence is shown in Data (28) with the utterance “*Suami, aku mau boleh bawa pulang kah ini jerampan*” (Husband, may I take this giraffe home?). There is a mispronunciation of the word “*jerapah*” (*Jerapah* = giraffe), but otherwise a full convergence effort is made. The sentence begins with the pronunciation of “*suami*” (Husband), which is in accordance with good and correct pronunciation. It is different in the second sentence where the spoken

utterance is not in accordance with the good and correct Indonesian language order. This shows the existence of full convergence, where @Bagus Istri only tries to use Indonesian in full.

The same thing happened in Data (29) with the utterance “*Jerampan, kamu mau ikut sama aku?*” (Giraffe, do you want to follow me home?), which also shows the efforts of the @Bagus Istri Shine Rusia to use Indonesian fully. Furthermore, @Bagus Istri Shine Rusia also tries to use Indonesian with non-standard variations. This classification is based on the utterance in the second clause, which is a non-standard form of Indonesian.

Partial convergence, on the other hand, can be seen in all the data collected, where @Bagus Istri converges on some of its utterances. This can be seen in Data (27) and Data (37), where both data contain English utterances, namely “*ah noo*” and “*crocodile*”. The presence of other language variations in the utterance shows the partial convergence effort.

Another partial convergence is found in Data (14) and Data (15), where both data have Russian pronunciation markers in some of the utterances. Data (14) has the utterance “*Satu, dua, tiga, empat, lima*” (One, two, three, four, five), where the pronunciation of the word “*tiga*” (three) still has Russian pronunciation markers, especially on the phoneme /tʲi/. The same can be found in Data (15) with the utterance “*Kamu gak pintar, kamu gak sekola*” (you are not smart, you didn’t go to school). The pronunciation of the word “*sekola*” (*sekolah* = school) is still strongly influenced by the Russian школа [ˈʂkɔlə], which also means school in Indonesian.

Symmetry and Asymmetry Convergence

In all data sources examined in this study, none of the data shows a communication adaptation strategy in the form of symmetry convergence, where @Bagus Istri Shine Rusia and her interlocutors both adapt to each other. The absence of symmetry convergence and the frequent occurrence of asymmetric convergence are consistent with the research objective of understanding how the speaker adapts in one direction. In all instances, @Bagus Istri Shine Rusia adjusts her language without receiving similar adaptations from her interlocutors, reinforcing the notion of asymmetrical language dynamics in bilingual

communication. In all the data, it is @Bagus Istri Shine Rusia who always adjusts her communication and language behavior with her interlocutors, who are all native Indonesian speakers. None of his interlocutors tried to interact with English or Russian markers, all @Bagus Istri's interlocutors always used Indonesian.

Asymmetric convergence, on the other hand, occurs in all the collected data. As in Data (20) she said "*Bagus Istri gak pernah denger kayak gitu dari suamiku*" (I never heard like that from my husband) where there is the phrase "*Bagus Istri*". This datum is considered close to the asymmetric conversion accommodation strategy due to the use of phrases in the wrong order, but as an identity clue in his speech to refer to himself.

In addition, Data (27) with the utterance "*Ah noo, bukan begitu konsepnya*" (oh no, that's not the concept) can also be categorized as asymmetric convergence. In the utterance, Bagus Istri uses the phrase "*Ah noo*", which is an English expression meaning "*Oh tidak!*". This utterance is categorized as an asymmetric conversion strategy because of the code-switching that @Bagus Istri Shine Rusia does with her interlocutor. Her behavior of mixing English in her speech shows @Bagus Istri Shine Russia's efforts to converge with her interlocutors. This is because English is considered a neutral language because many Indonesian speakers also speak English, so the expression is more acceptable to most people. It's also a simple expression.

The last data in the asymmetry convergence category raised in this study is Data (33) with the utterance "*Aku mau liat apa ada di kantong dia*" (I wanna see what's in his bag/pocket). The utterance does not contain the attributive subordinate conjunction "*yang*" (which). This makes the utterance incorrect according to the standard Indonesian form. However, the utterance is still socially and communicatively acceptable because the meaning and the meaning to be conveyed are still intact and can still be understood by the listener, or in this case, the audience of the TikTok video. In this data, it shows the efforts of @Bagus Istri Shine Rusia's to speak Indonesian with her limited skills and knowledge. This is because in Russian there is no word equivalent to the word "*yang*" as in the data.

The same thing happens in Data (32), which can also be classified as a communication adaptation strategy in the form of asymmetric

convergence. The utterance in Data (32) is “*Apa dia buat?*” (what did he do?). Although the utterance is syntactically incorrect according to standard Indonesian, it is still acceptable according to non-standard Indonesian. The utterance is considered wrong according to Standard Indonesian because of the absence of the attributive subordinative conjunction “*yang*”.

Unimodal and Multimodal Convergence

In this study, it does not look at other aspects beyond the linguistic aspects in the communication process that occurs between @Bagus Istri and their interlocutors. It only looks at the linguistic aspects, plus the accent and pronunciation to see the influence of Russian in the communication made by @Bagus Istri Shine Russia in her video. Therefore, the only convergence that can be analyzed in this study is unimodal convergence.

The limitation of this research is not the main cause of the absence of multimodal convergence in the communication, but @Bagus Istri Shine Russia always converges on only one aspect. For example, in Data (5) with the utterance “*Mana katanya kasih air?*” (you said you want to give me water). @Bagus Istri Shine Rusia converges in the aspect of using language variation, but not in the aspect of pronunciation, especially in the pronunciation of the word “*air* [air]” (Water), which still carries the influence of Russian in its pronunciation. In contrast to Data (31) with the utterance “*Kalian tau apa dia mau?*” (you know what he wanted?), which is perfect in terms of pronunciation, but still has not converted to the grammatical aspect, which still does not use the attributive subordinating conjunction “*yang*”, because it is still influenced by the Russian language order, which does not have a word equivalent to the word “*yang*”.

Short-term and Long-term Convergence

This research does not see the consistency of convergence efforts made by @Bagus Istri Shine Russia in communicating with interlocutors. This is due to the lack of supporting data sources due to the short duration of the videos. However, from some of the same word data in each video, namely in the utterance of “*suami*”, which is different in pronunciation, so there does not seem to be consistency in pronunciation. For example, in Data (12), where @Bagus Istri says

“*Suamik!* *Suamik!*” by using the glottal stop phoneme (/ʔ/) at the end of the pronunciation of the word “*suami*”, while in Data (24), @Bagus Istri Shine Rusia no longer uses the glottal stop phoneme (/ʔ/) at the end of the pronunciation of the word “*suami*”. Based on this, it can be concluded that the tendency of short-term convergence is carried out by @Bagus Istri Shine Rusia.

Communication Adjustments: Divergence

Divergence, which is a form of one’s effort to differences with interlocutor is also done by @Bagus Istri Shine Rusia in various speeches. Based on the results of the data collection conducted, communication accommodation strategies in the form of divergence are used less frequently than communication accommodation strategies in the form of convergence. Due to the small variety of divergence communication accommodation strategies, the researcher examines the existing data based on the linguistic level. At the phonological level, the first implemented divergence strategy is found in Data (2), (3), (8) and (10). All these data are classified as divergence strategies for the same reason. The utterances in these data are “*denger*”, “*angin*”, “*banget*”, dan “*kantong*”, respectively. All four words are considered phonologically divergent because their pronunciation does not use the phoneme /ŋ/. This is because Russian does not have the phoneme /ŋ/. Therefore, the four words are pronounced as follows: [dɛn.gɛr], [an. gin], [ban.gɛt], [kanton-g].

The strong Russian influence on the pronunciation of the four words is the reason why these utterances are considered to have a communicative adaptation strategy in the form of divergence. The absence of the phoneme /ŋ/ in the pronunciation of these words makes it impossible for native Indonesian speakers to understand the meaning of @Bagus Istri’s speech. The way @Bagus Istri pronounces the words indirectly shows her identity as a native Russian speaker, which is still maintained even though she speaks Indonesian.

Just as the conversion strategy is not found at the morphological level, the divergence accommodation strategy is not found at the morphological level. All the data show speech errors made by @Bagus Istri in her TikTok video. Therefore, all the data at the morphological level cannot be classified as communicative accommodation strategies because they show that @Bagus Istri’s Indonesian language

competence is still lacking. This is also the case at the lexical level, which cannot be categorized into any communication accommodation strategy.

While at the syntactic level, there are some that show communication accommodation strategies in the form of divergence. Some of them are Data (25) with the utterance “*Di sini manusia aku*” (here is my man). Based on the grammar used, it can be seen that the phrase “*my man*” in the utterance is taken from the English expression “*my man*”, which is then transliterated into Indonesian. This process creates a gap in meaning, which causes the utterance to be categorized as a communicative accommodation strategy in the form of divergence.

The same thing is found in Data (26) with the utterance “*Mas, mas, aku mau benda itu!*” (*Darling, i want that thing!*). In the utterance there is the phrase “*benda itu*”, which is also the transliteration of the phrase “*that thing*” in English. This also creates a gap in understanding between @Bagus Istri, who speaks Indonesian but also understands English, and the Indonesian-speaking audience. The audience will certainly find it difficult to understand expressions translated directly from English into Indonesian.

The communication adaptation strategy in the form of divergence is also found in Data (34) with the utterance “*Kalian tau, kita sama suami nikah udah delapan tahun*” (you know, we with husband already eight years). In this utterance there is a noun phrase “*kita sama suami*” (we with husband) which is not acceptable in Indonesian. This is due to the strong influence of Russian in the speech. Russian does not have different concepts for the personal pronouns “*kami*” and “*kita*” (we). So to distinguish the concepts of “*kami*” and “*kita*”, objects or other personal pronouns are used to clarify. For example, if you want to say “*kita*” when the other person is included in the group, you would use the personal pronoun “*мы с тобой (miy s taboy)*”, which means “we with you”. On the other hand, if you want to say “*kami*” without including the interlocutor, you will use the personal pronoun “*мы с нами (miy s nami)*”, which means “we with us”. Therefore, @Bagus Istri uses “*saya dan suami/kami*” when saying “*kita sama suami*”.

Communication Strategy Based on the Accommodation

Based on the results of the data collection and analysis done so far, it can be seen that @Bagus Istri Shine Russia uses more communication

accommodation strategies in the form of convergence as compared to divergence strategies. The convergence strategy used by @Bagus Istri Shine Russia is also absent in the form of full convergence, symmetry convergence, multimodal convergence, and long-term convergence.

Furthermore, only a few data were found regarding the divergence communication accommodation strategy. All divergence accommodations found occur only at the phonological and syntactic levels, which are still strongly influenced by Russian grammar. The large number of phonemes in Indonesian and some words, especially conjunctions, which are not found in Russian, cause @Bagus Istri Shine Rusia to inevitably use and adopt the Russian language system, both at the phonological and syntactic levels.

All the findings of this study are in line with the findings of Labadorf's (2019) research which explains that people tend to accommodate their communication by adapting to the other person's native language, unless there are other confounding factors. This is shown by how @Bagus Istri Shine Rusia performs asymmetric convergence in all her speech as a form of her efforts to adapting to her husband as an Indonesian speaker. Even though there are few cases where @Bagus Istri Shine Rusia uses other language other than Indonesian, this was done because of external confounding factor such as her incompetence in speaking Indonesian language, or there are no equivalent words in Indonesian which forces her to use other language.

CONCLUSION

This Based on the results of the data analysis conducted, it can be concluded that @Bagus Istri Shine Russia has some differences at her utterances marked by every level compared to standard or common Indonesian. At the phonological level, there are 16 Indonesian Russian linguistic features, at the morphological level there are 3, at the lexical level there are 5 markers, while at the syntactic level there are 14 markers. Even though there are some differences, can be concluded that @Bagus Istri still tries to be similar and the same as its interlocutors and audience in each of its video contents by seeking communication adjustments in the form of convergence showed by the use of Indonesian language. It also showed that this research is in line with the study done by Labadorf (2019) that concluded that people tend to use other's people native language.

The significant cultural differences between Indonesian and Russian, both structural and post-structural, make convergence efforts more complicated. Although there are some divergence adjustments, the researchers see that this is due to his Indonesian language skills, which are still considered insufficient. The lack of competence is considered because @Bagus Istri Shine Rusia didn't receive multiculturalism-based to adequate cross-cultural understanding, which is necessary when learning Indonesian (Marliana et al., 2024). This is due to the form of divergence, which tends to take the form of language errors, both at the phonological and syntactic levels.

The tendency of conversion efforts made by @Bagus Istri Shine Russia both to interlocutors and the audience reflects how @Bagus Istri Shine Russia as a person from Russia wants to be accepted by interlocutors and the audience on all social media platforms, especially TikTok. This is in line with the opinion of (Giles et al., 1991) that conversion reflects an individual's desire to be accepted by a community group, in this case Indonesian society. Communication adaptation, especially in conversion accommodation, is essentially based on a sense of interest. Usually, speakers converge in the communication process when they are interested in their interlocutors (Giles et al., 1987). This also happens to @Bagus Istri, who converges when communicating with her husband, who is her loved one, and when communicating with the audience, which, as explained above, @Bagus Istri wants to be accepted by her audience.

Base on this research, also conclude that cross-cultural communication in communication on TikTok social media content involves the phenomenon of language contact from two or more speakers of different languages. The presence of two different language speakers will ultimately lead to an adjustment process in communication. Using theories that examine the accommodation process, one of which is the communication accommodation theory, can help in understanding that adjustments are made in various forms, but do not guarantee the absence of differences or gaps in the standard language used.

This research is far from perfect and has few limitation due to limited reasearch focus, for example this research didn't examine the motive or attribution behind the accommodation strategies employed by @Bagus Istri Shine Rusia. It is recommended that future research be directed towards the examination of the attribution process of communication

accommodation strategies done by speakers to understand why and in what context foreign language speakers use Indonesian variations. The study of motives in bilingual and multilingual contexts is considered a significant factor in the analysis of speech acts and communication. Additionally, there is a need for more research on speakers of other foreign languages and employing accommodation strategies while using Indonesian.. This emphasises the necessity of examining language not only from structural and theoretical perspectives, but also from practical, non-linguistic viewpoints.

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AUTHOR CONTRIBUTION STATEMENT

The conception of this scientific article was a collaborative effort among all authors. As the principal author, Krisnuwardhana was responsible for delineating the fundamental concepts and primary research objectives. He also established the research framework, identified the data source and collection methods, collected and transcribed the data. Additionally, Krisnuwardhana performed the coding and tabulation of the research data.

Arimi, as the second author, played a pivotal role in shaping the theoretical framework, designing the data analysis model, and refining the conclusions. In the analysis section, Arimi guided the classification of the data analysis, supervised the data coding, and linked it to the selected theory.

The manuscript under consideration was all written by Krisnuwardhana, with the guidance of Arimi, who was responsible for the direction of the writing style and structure of this scientific article.

CONFLICT OF INTEREST STATEMENT

The authors reported no conflicts of interest for this work and declare no potential conflict of interest concerning the research, authorship, or publication of this article.

DATA AVAILABILITY STATEMENT

All data supported are available in this article.

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