No.   : 086/UW-M.Ling/LOA-65/VIII/2023
Subject : Letter of Acceptance (LOA)

Dear,
Dewi Purnama Sari, Maya Putri Hartanti

Warm Compliments,

We are pleased to inform you that, your manuscript is accepted for publication. Hereby we inform that the manuscript entitled **"Code Mixing And Code Switching In Maudy Ayunda's YouTube Channel"** will be published in the Retorika: Jurnal Ilmu Bahasa - 2443-0668 Vol. 10 No. 3 December 2023 accredited by Sinta 3. This letter is submitted to be used properly.

Thank you very much for your submission to our journal.

Best Regards,

Editor in Chief

Dr. Mirsa Umiyati, S.S., M.Hum
NIK. 230 340 024

Code Mixing And Code Switching In Maudy Ayunda's Youtube Channel

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Abstract-In the current era of globalization many people ability use more than one language, this phenomenon in sociolinguistics studies is called code mixing and code switching. In Indonesia there are many artists or actors who use code mixing and code switching in everyday their utterances. One of Indonesian artist who uses code mixing and code switching is Maudy Ayunda. In her YouTube video entitled *Thoughts on Adulting, Thoughts on Gap Year, Thoughts on how English changed my life, Thoughts on Failures + GRWM!*, she uses code mixing and code switching in Indonesian and English in her utterances. This aim of this research is finding the types of code mixing and code switching and the factor of using code mixing and code switching also finding any interference in Maudy Ayunda's utterances as the impact of code mixing and code switching usage. This research used descriptive qualitative research and the data were analyzed using the theory of Hoffmann. The result of this research indicated that there 176 data points from four video. There are three types of code mixing in Maudy Ayunda's of four video YouTube channel which are accured including : Intra sentential mixing occurs 109 times, intra lexical 11 times, and involving change pronunciation occurs 14 times. Further, there are 3 types of code switching which are used by Maudy Ayunda such as : intra sentential switching occurs 68 times , inter sentential switching occurs 14 times and emblematic switching occurs 6 times. In each of the video intra sentential mixing is the most dominant used in Maudy's utterances.

Keywords: Code mixing; code switching; interferences; sociolinguistics study

I. INTRODUCTION

Sociolinguistics is a linguistic branch that studies the relationship between language and society. In this entire world, every person has their own personal language style when they interact with other people. With the language variation that people have, they are able to mix some languages in a single utterance. It examines how social factors such as culture, gender, age, and social class influence language use. When one language is mixed with another, in sociolinguistics, it is called code mixing. Code mixing and code switching are linguistic phenomena that are often found in societies where many languages or dialects are used. Code mixing refers to combining words or phrases from two or more

different languages or dialects in one sentence or utterance, while code switching refers to changing the language or dialect used in an utterance or conversation. This phenomenon, where people can speak more than one language, is called "bilingual" or "multilingual". According to Bialystock (2006), a bilingual person is someone who speaks two languages and acts in a socioculturally correct manner in both languages.

According to Wulandari (2016), code-mixing is someone's ability to be able to mix languages within a conversation when interacting with each other, yet their conversation is still in the equal circumstance and only the language that they change. Based on several opinions above, it can be concluded that code mixing is the mixing or use of two or more languages in a communication process. It is usually related to the characteristics of the speaker, such as social background, level of education, and religious taste.

According to Novendo (2018) idea, code switching happens in multilingual societies. Another instance of a code switch is when someone is using one code and then abruptly switches to another. Code Switching occurs when the language used, changes according to the situation in which the user finds himself. The speakers here substitute one code for another code or they speak in one language to another language.

Code mixing and code switching are based on social factors, as described in detail by Hoffmann (1991), who explains that there are seven factors that cause interruptions in code mixing and code switching. An Introduction to Bilingualism: Talking about a particular topic, quoting someone else, being emphasized about something, interjection, repetition used for clarification, and the intention of clarifying the speech content for the interlocutor and expressing group identity.

On social media, code mixing and code switching are frequent occurrences. Many people, especially teenagers, prefer to study through various types of media rather than through textbooks. The most popular social media channel for learning about a lot of topics these days is YouTube. Several YouTube videos frequently feature code switching and mixing, which has become a common form of communication among YouTubers, according to Afryanti et al. (2021).

A YouTube channel that offers content in both Indonesian and English was found by the researcher. Many YouTubers use code mixing, such as Nikita Willy, Boy William, Cinta Laura, Maudy Ayunda, and many more. Maudy Ayunda uses Indonesian and English in her YouTube videos, and in this research, the researcher chose Maudy Ayunda's YouTube channel.

Maudy Ayunda is an Indonesian celebrity who is famous for her songs and films. She also has a popular YouTube channel with various types of content, such as vlogs, music, and interviews. As the spokesperson for Indonesian youth, Maudy Ayunda frequently uses code switching and code mixing in her speech. Here is an example of a line from Maudy Ayunda's video, "Thoughts on Adulting—Maudy Ayunda," that contains code mixing. For example, in this utterance, Maudy said, "Happy New Year, Hai semuanya! Selamat tahun baru, it's 2023. Usually people say New year, new me, new year, new you, but I don't really want to put that much pressure on myself. Maudy uses both her mother tongue, Bahasa Indonesia, and her second language, English, in that utterance. That utterance is an example of code switching and mixing. It is because some English words have been inserted into sentences written in Bahasa Indonesia. There are additional interference cases in such utterances in which the identical English word is repeated more than once. While employing a Bahasa Indonesia pattern for the redundancy. The study of the use of code switching and code mixing in Maudy Ayunda's YouTube videos can provide a better understanding of the dynamics of sociolinguistic communication in the context of social media.

So far, researchers have never found same research, but there are several studies that have similarities with this research. The researches about code-switching was conducted by Silaban (2020) entitled , *An Analysis of Code-Mixing and Code-Switching Used by Indonesia Lawyers Club on TV One*. Rezeki (2021) entitled, *The Realization Of Code Mixing And Code Switching Of Indonesian Celebrities' Captions On Instagram*. Afryanti (2021) entitled, *A Study Of Code-Switching And Code-Mixing Used By Youtube Channels: A Comparison Of Indonesian Youtubers*. Wirawan (2021) entitled, *Analisis Penggunaan Campur Kode Dan Alih Kode Dalam Video Akun Youtube Londokampung*. Setyaningrum (2020) entitled, *Alih Kode Dan Campur Kode Dalam Acara "Ini Talk Show" Di Net Tv Periode Januari-Februari 2019.*

Based on several previous related studies this research has a differences from those five studies, this research used Maudy Ayunda's YouTube videos in the Maudy's Thoughts

playlist on her YouTube account as the object of analysis. Even though this research employs the same idea in identifying types of code mixing and switching. However, this research has a focus that is very different from the existing ones, including in terms of research media, research objects, theoretical frameworks, and the methods will use. This research also attempts to find interference, such as the impact of code mixing and code switching usage, utilizing Hoffman's interference theory. There have been no other studies that have used the Maudy's Thoughts playlist as the object of analysis. This research has a novelty from those studies because it does not only focus on the types of code mixing and code switching; it also discusses the factor for using code mixing and also attempts to find interference, such as the impact of code mixing and code switching usage, utilizing Hoffman's interference theory.

For this case, the researcher analyzed code mixing and code switching in Maudy Ayunda's YouTube channel especialy on Maudy's Thoughts playlist. In doing the analysis of research, the researcher analyzed the types of code mixing and code switching, factors why Maudy Ayunda using code mixing and code switching and this research also attempts to find interferences cases as the impact of code mixing and code switching usage.

To find the data in this research, the research problems were given and formulated into the following questions: what are the types of code mixing and code switching used by Maudy Ayunda in her YouTube Channel? what are the factors Maudy Ayunda used code mixing and code switching in the YouTube Channel? and is there any interference in Maudy Ayunda's utterance as the impact of code mixing and code switching usage?.

II. METHODS

The researcher analyzed the types of code mixing and code switching, factors why Maudy Ayunda using code mixing and code switching and this research also attempts to find interferences cases as the impact of code mixing and code switching usage. This research has a novelty and differs from those studies because it does not only focus on the types of code mixing and code switching; it also discusses the reasons for using code mixing and also attempts to find interference, such as the impact of code mixing and code switching usage, utilizing Hoffman's interference theory.

In this research, the method used is the descriptive qualitative method, which records all the data that appears in Maudy Ayunda's YouTube videos. This research used the descriptive-qualitative method. It is qualitative because, According to Berg (2000), "Qualitative procedures provide a means of accessing unquantifiable facts about the actual people researchers observe and talk to or people represented by their personal traces (such as letters, photographs, newspaper accounts, diaries, and so on)".

The object of this research data is taken from Maudy's Thoughts Playlist on Maudy Ayunda's YouTube channel. This research focus on the analysis of the types and reasons Maudy Ayunda uses code switching and code mixing and also attempt to find interference cases as an impact of code mixing and code switching usage. There are four episodes in the Maudy's Thoughts series that used as data for this research. The first episode, "Thoughts on Adulting—Maudy Ayunda," was broadcast on January 7, 2023, and the second episode, "Thoughts on Gap Year—Maudy Ayunda," was broadcast on February 1, 2023. The third episode, "Thoughts on how English changed my life: Maudy Ayunda," was broadcast on March 8, 2023. And the last episodes is "Thoughts on Failures + GRWM! - Maudy Ayunda" was broadcast on March 1, 2023.

In collecting the data, this research will use the documentation method. Before describing the documentation method, it is important to understand what the term "document" means in qualitative research. According to Sugiyono (2013), a document is a recording of an event that has already happened in the past". Sugiyono (2013) divided kinds of documents into three types based on their form, such as: a) written documents (including diaries, sketches, moving pictures (videos), and so on); and c) art works documents (including pictures, statues, movies, and so on). From the explanation above, it can be concluded that taking utterances is a documentation method because the data source, which is Maudy's Thoughts playlists, is a kind of document.

There are some steps to analyze the data: 1) selected the data this step is use by researcher to choose a statement or utterances that have code characteristics that mix and switch. This data was analyzed using Hoffman (1991) theory, the data used to analyze to Answer number one research question and number two about the types and factors for using code mixing and code switching used by

Maudy Ayunda. 2) Analyzed the interference cases that are found in code mixing and code switching utterances using interference theory by Hoffman (1991). Discussing factors for using code switching and code mixing. In this step, the researcher pointed out types of code switching and code mixing, factors for using code switching and code mixing found in Maudy Ayunda's utterances, and whether there was any interference in Maudy Ayunda's utterances as the impact of code mixing and code switching usage. 4) the researcher evaluated all of the results in analysis, in order to make sure that the result has done correctly. 5) the last, the researcher drew conclusion from the analysis of this research.

III. RESULT AND DISCUSSION

Based on the theory of Hoffman (1991) there are three types of code mixing, namely, intra sentential, intra lexical, and involving a change of pronunciations. While, for code switching that are four types of code switching: intra sentential, inter sentential, tag switching and establishing continuity with the previous speaker. Below are the findings from the analysis of the videos.

Table 1. Thoughts on adulting

Code Mixing	Intra sentential	25
	Intra lexical	4
	Involving change pronunciation	3
Code Switching	Intra sentential	10
	Inter sentential	1
	Emblematic	2
	Establishing continuity with the previous speaker	0

From Table 1, it can be seen that in Maudy Ayunda's YouTube video "Thoughts on adulting," there were 32 code mixing found from 45 data points, with intra sentential mixing totaling 25 data points, intra lexical totaling 4 points, involving change pronunciations totaling 3 points. While, for code switching, there were 13 points, with intra sentential 10 points, inter sentential 1 points, emblematic 2 points. Thus, it can be concluded that in the video, the most widely used code mixing and the most used factors was Intention of clarifying

the speech content for interlocutor, the researcher also finds that there are four interference at the grammatical level.

Table 2. Thoughts on gap year

Code Mixing	Intra sentential	33
	Intra lexical	3
	Involving change pronunciation	5
Code Switching	Intra sentential	16
	Inter sentential	5
	Emblematic	2
	Establishing continuity with the previous speaker	0

From Table 2, it can be seen that in Maudy Ayunda's YouTube video "Thoughts on gap year," there were 41 code mixing found from 64 data points, with intra sentential mixing totaling 33 data points, intra lexical totaling 3 points, involving change pronunciations totaling 5 points. While for code switching, there were 23 points, with intra sentential 16 points, inter sentential 5 points, emblematic 2 points. While for the factor, talking about particular topic is the most common factors found, also the researcher found that are three interference at the grammatical level and that are three interference at the phonological level.

Table 3. Thoughts on the power of language

Code Mixing	Intra sentential	32
	Intra lexical	3
	Involving change pronunciation	4
Code Switching	Intra sentential	23
	Inter sentential	2
	Emblematic	1
	Establishing continuity with the previous speaker	0

From Table 3, it can be seen that in Maudy Ayunda's YouTube video "Thoughts on the power of language" there were 39 code mixing, with intra sentential mixing totaling 32 data points, intra lexical totaling 3 points, involving change pronunciations totaling 5 points. While for code switching, there were 26 points, with intra sentential 23 points, inter sentential 2 points, emblematic 1. Then, the most common factor found in the video is intention of clarifying the speech content for interlocutor, that are found three interference at the grammatical level and interference at the phonological there are two points.

Table 4. Thoughts on failures + GRWM!

Code Mixing	Intra sentential	19
	Intra lexical	2
	Involving change pronunciation	2
Code Switching	Intra sentential	19
	Inter sentential	6
	Emblematic	1
	Establishing continuity with the previous speaker	0

From Table 4, it can be seen that in Maudy Ayunda's YouTube video "Thoughts on failures + GRWM!" there were 23 code mixing, with intra sentential mixing totaling 19 data points, intra lexical totaling 2 points, involving change pronunciations totaling 2 points. Therefore, in the video, code switching was the most widely used code with the type of intra sentential switching that was mostly found, with a total of 19 data points, inter sentential 6 points, emblematic 1 point, and the most used factor was talking about particular topic, also the researcher found that are two interfence at the grammatical level.

- **DISCUSSION**

This section explains the types of code mixing, code switching and the factors found, also the interference cases in the Maudy Ayunda's YouTube video. Of the four video, the researchers found 176 data points that had different types of code mixing and code switching. Apart from that, there is also a factors the codes changed and inteterference cases in the videos.

Utterance	ngangkat sebuah isu yang lagi banyak dibahas teman-teman *maybe in the program I will all to be giving tips*
Type of Code	Intra sentential switching
The Factor	Talking about particular topic

Table 3.1 Datum 1

In the data above, which is the part of Maudy's utterance in the video part 1 Thoughts on adulting, in this video discusses the new year, what lessons were learned last year, and the transitional stage of becoming an adult, which previously lived in a structured way but became unstructured due to maturity. In the Maudy utterance there appears to be a change of language from Indonesian to English. Therefore, the code used is code-switching and belongs to the category of intra sentential switching. Then, the reason for the sentence above is talking about particular topic, Maudy used foreign languages to talk about certain topics. If we look at the phenomenon in the current generation, there are indeed many people who insert foreign languages into their sentences, especially when talking about a topic.

Utterance	Kayak tips-tips belajar dan sebagainya *so I'm very excited to start this program and our topic today hobby* tahun baru
Type of Code	Emblematic
The Factor	Talking about particular topic

Table 3.2 Datum 2

In the subsequent data, it was found that there was a change of language, namely from Indonesian to English, "*Kayak tips-tips belajar dan sebagainya so I'm very excited to start this program and our topic today hobby tahun baru!*." Therefore, the utterance are code switching using the Emblematic Switching type, because emblematic code switching occurs when words or phrases from a foreign language are used as certain emblems or symbols that have a richer connotation or meaning in a particular cultural context. In this case, the use of *"so I'm very excited to start this program and our topic today hobby"* from English might be used as a symbol to express passion and enthusiasm that cannot be fully accommodated by words in Indonesian. So, by using English phrases, Maudy try to express richer and stronger feelings in that context. Furthermore, the possible factor for the utterence is talking about particular topic.

Utterance	momen baru lulus sekolah itu selalu terasa sangat-sangat mendewasakan atau Terasa seperti *transisi* yang cukup besar
Type of Code	Involving change pronunciation

The Factor	Intention of clarifying the speech content for interlocutor

Table 3.3 Datum 3

In the data above, the researcher found that there is an English word that is located between Indonesian words in the utterance " *momen baru lulus sekolah itu selalu terasa sangat-sangat mendewasakan atau Terasa seperti transisi yang cukup besar*." The word "*transisi*" is an Indonesian word borrowed from English, namely "*transition*". However, the pronunciation of "*transisi*" is considered more comfortable to use. The possible factor for this part is Intention of clarifying the speech content for interlocutor.

Utterance	dan lalu aku mendapatkan sebuah kesadaran atau **Reflection** diakhir tahun ini
Type of Code	Intra sentential mixing
The Factor	Repetation used for clarification

Table 3.4 Datum 4

In the data above, it is found that the intrasentential mixing, there is a shift from Indonesian to English with the word "*Reflection*." Because this movement occurs in the same sentence, it can be considered as an example of intra sentential code mixing. Alternations between Indonesian and English occur at the level of words or phrases in the same sentence. From the utterance, it can be seen that utterance mixes the codes because Maudy wants to repeat the word "*kesadaran*" in Indonesian into English, so that listeners understand. Then, the possible reason for the code is the repetation used for clarification.

Utterance	Kok Ternyata dunia itu enggak terstruktur dan enggak *se-linear* dan enggak *se-clear* itu
Type of Code	Intra lexical (there is accurence of interference at grammatical level)
The Factor	Intention of clarifying the speech content for interlocutor

Table 3.5 Datum 5

Then, from the data above, it was found that the utterance contained an English phrase with the prefix using Indonesian, code-mixing in the form of intra lexical, because the utterance adds the word "*se*" before the word "*linear*" and the word "*se*" before the word "*clear*". and then continued with Indonesian. In that utterance, the possible reason is the intention of clarifying the speech content for the interlocutor. The use of Indonesian in this context may be intended to provide clarification or further explanation to the interlocutor regarding the concept, and this may be related to the intention to explain the content of the conversation to the interlocutor. Also the researcher found the interference at grammatical level, the prefix of the word "se" seems less standard and can cause disturbances in understanding the grammatical structure and meaning of sentences. In this context, interference at the grammatical level occurs due to inappropriate use of sentence structure.

Utterance	kayaknya udah banget menemukan *passion-nya* gitu
Type of Code	Intra lexical (there is accurence of interference at grammatical level)
The Factor	Intention of clarifying the speech content for interlocutor

Table 3.6 Datum 6

The same as the previous data, in this section, the researcher found intra lexical code mixing, in this utterance, the word "*passion*" is an intra-lexical mixing because the word is inserted into the Indonesian sentence without changing the Indonesian sentence structure, the utterance contained an English phrase with the ending using Indonesian because the utterance adds the word "*nya*" after the word "*passion.*" Intention of clarifying the speech content for interlocutor is a factor used in this section, also the researcher found the interference at grammatical level.

Utterance	siapa tau temen-temen sekarang ada yang lagi kepikiran mau *gap year, I would say explore it*
Type of Code	Intra sentential switching
The Factor	Quoting somebody else

Table 3.7 Datum 7

Then, in this part, the researcher found code switching with an Intra sentential Switching type, in that utterance there is a change between Indonesian *"siapa tau temen-temen sekarang ada yang lagi kepikiran mau gap year"* and English *"I would say explore it"* in the same sentence. These two languages are used in one sentence without any boundaries between them. This is an example of intra sentential code switching, where language switching occurs within the same sentence.. Furthermore, the possible reason for the utterance is quoting somebody else, because the utterance *"gap year, I would say explore it"* Maudy gave an expression to keep exploring and don't be afraid for a gap year.

Utterance	kayaknya banyak banget gitu *element-element* bagaimana bahasa Inggris itu udah mengubah dunia aku
Type of Code	Intra sentential mixing
The Factor	Intention of clarifying the speech content for interlocutor

Table 3.8 Datum 8

In the next data, which is the part of Maudy's utterance in the video part 3 thoughts on the power of language - maudy ayunda, in this video, Maudy wants to explore the question of how English changes her life. According to her, language provides more knowledge transfer. The rechearcher finds that in Maudy's utterances it is code mixing where Maudy initially uses Indonesian language and than mix it with English, this is an example of intra mixing. The possible reason is the intention of clarifying the speech content for interlocutors. And In this utterance, there is an interference at the grammatical level , because the word "element-element" has a grammatical structure that is rather non-standard.

Utterance	Mungkin buat temen-temen yang kaya*, I wanna do a gap year but I'm insecure*
Type of Code	Intra sentential switching
The Factor	Expressing group identity

Table 3.9 Datum 9

Then, the data above, taken from the video part 2 Thoughts on gap year, The utterance is included in the type of intra sentential switching. In this case, there is a switch from Indonesian to English in the same sentence. The word " *Mungkin buat temen-temen yang kaya* " in Indonesian is followed by a sentence in English *"I wanna do a gap year but I'm insecure"*, so this is an example of intra-sentential code-switching. And this utterance is included in the factor expressing group identity, because in this case, the use of the word "temen-temen" in Indonesian may be used to communicate with the same group of people or have similar experiences or backgrounds, and this can reflect identity certain group.

Utterance	ada satu topik yang udah sering banget ditanyain orang-orang ke aku, entah itu di *YouTube comments* atau di *instragram comments*
Type of Code	Intra sentential mixing (there is accurence of interference at phonological level)
The Factor	Intention of clarifying the speech content for interlocutor

Table 3.10 Datum 10

In the data above, there appears to be mix with English language. Therefore, the code used is code mixing and belongs to the category of intra sentential mixing. Then, the factor for the utterance above is intention of clarifying the speech content for interlocutor, because in the context of this utterance, the used of code mixing may be intended to provide an explanation or clarification of the type of comments referred to, namely *"YouTube comments"* and *"Instagram comments."* This can help listeners or readers who may not fully understand what is meant by the term. By using English for these terms, Maudy try to explain the content of the conversation so that it is clearer for the other person or reader who may be familiar with English. Also in this utterance there is interference at the phonological level, on the word comment (/kəˈment/) but pronounce (/ˈkɔ.mɛn/.) Phonological interference occurs when the sounds or sounds of one language affect the way words from another language are pronounced or written. This is an example of phonological interference, where the phonological influence of Indonesian affects the pronunciation of words that should come from English.

IV. CONCLUSION

As in the object of this research, the researcher used four videos YouTube by Maudy Ayunda entitled, "*Thoughts on adulting*," "*Thoughts on gap year*," "*Thoughts on the power of language*," and "*Thoughts on failures + GRWM!*" with the aim of finding the types of code mixing and code switching and the factor of using code mixing and code switching also finding any interference in Maudy Ayunda's utterances as the impact of code mixing and code switching usage. Based on the analysis that has been done, the researchers found that there were 176 data points from four video. There are 3 (three) types of code mixing and 3 (three) types of code switching according to the theory of Hoffman (1991) used in Maudy Ayunda's YouTube channel.

The types are: Intra sentential mixing, intra lexical mixing and involving change pronunciation inter sentential switching, intra sentential switching, and emblematic switching,There are three types of code mixing in Maudy Ayunda's of four video YouTube channel which are accured including : Intra sentential mixing occurs 109 (one hundred nine) times, intra lexical 11 (eleven) times, and involving change pronunciation occurs 14 (fourteen) times. Further, there are 3 (three) types of code switching which are used by Maudy Ayunda such as : intra sentential switching occurs 68 (sixty-eight) times , inter sentential switching occurs 14 (fourteen) times and emblematic switching occurs 6 (six) times. In each of the video intra sentential mixing is the most dominant used in Maudy's utterances.

This research finds that there are 7 (seven) factors of using code mixing and code switching in Maudy Ayunda's utterances. Those are 90 (ninety) data talking about particular topic, 7 (seven) quoting somebody else, 4 (four) data being empatic about something, 4 (four) data takes the form of interjection, 8 (eight) data repetition used for clarification, 93 (ninety-three) data the intention of clarifying the speech content for interlocutor, and 5 (five) data expressing group identity. The most dominant factor which occurred is the intention of clarifying the speech content for interlocutor.

This research also finds that there are three types interference as the impact of code mixing and code switching usage. Those are interference at the grammatical level, interference at the phonological level and interference at the lexical level. Interference at the grammatical level occurs 20 (twenty) times (that cases found in the video part 1, part 2, part 3 and part 4). Besides, there is interference at the phonological level with 6 (six) times cases and those cases are found in the video part 1, part 2, part 3 and part 4. There are 3 cases of interference at the lexical level and those cases are found in the video part 2, part 3 and part 4.

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