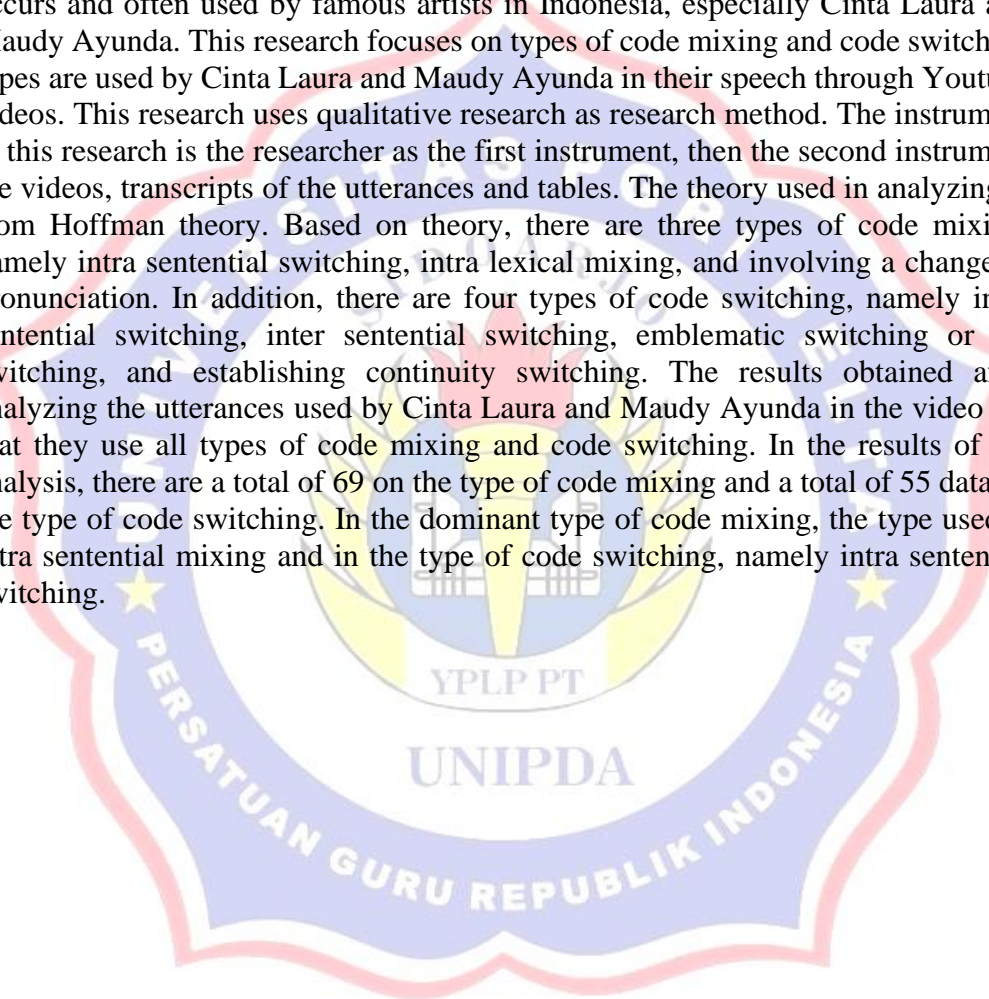# ABSTRACT

Rahmadani, Rizki Dwi, 2024. An Analysis of Code Mixing and Code Switching Used by Indonesian Artists On Youtube. Dosen Pembimbing: 1) Dr. Sulistiyaningsih, M.Pd, MCE. 2) Endah Alamsari A., M.Pd

Keywords: *Code Mixing, Code Switching, Utterances*

This study is research about the phenomenon of sociolinguistics that occur in nowadays society, namely code mixing and code switching. This phenomenon also occurs and often used by famous artists in Indonesia, especially Cinta Laura and Maudy Ayunda. This research focuses on types of code mixing and code switching types are used by Cinta Laura and Maudy Ayunda in their speech through Youtube videos. This research uses qualitative research as research method. The instrument in this research is the researcher as the first instrument, then the second instrument are videos, transcripts of the utterances and tables. The theory used in analyzing is from Hoffman theory. Based on theory, there are three types of code mixing, namely intra sentential switching, intra lexical mixing, and involving a change of pronunciation. In addition, there are four types of code switching, namely intra sentential switching, inter sentential switching, emblematic switching or tag switching, and establishing continuity switching. The results obtained after analyzing the utterances used by Cinta Laura and Maudy Ayunda in the video are that they use all types of code mixing and code switching. In the results of the analysis, there are a total of 69 on the type of code mixing and a total of 55 data on the type of code switching. In the dominant type of code mixing, the type used is intra sentential mixing and in the type of code switching, namely intra sentential switching.

ABSTRAK

Rahmadani, Rizki Dwi, 2024. An Analysis of Code Mixing and Code Switching Used by Indonesian Artists On Youtube. Dosen Pembimbing: 1) Dr. Sulistiyaningsih, M. Pd, MCE. 2) Endah Alamsari A., M. Pd

Keywords: *Code Mixing, Code Switching, Utterances*

Penelitian ini membahas fenomena sosiolinguistik yang terjadi di masyarakat saat ini, yaitu code mixing dan code switching. Fenomena ini juga terjadi dan sering digunakan oleh artis terkenal di Indonesia, khususnya Cinta Laura dan Maudy Ayunda. Penelitian ini berfokus pada jenis code mixing dan code switching yang digunakan oleh Cinta Laura dan Maudy Ayunda dalam percakapan mereka melalui video Youtube. Penelitian ini menggunakan penelitian kualitatif sebagai metode penelitian. Instrumen dalam penelitian ini adalah peneliti sebagai instrumen pertama, kemudian instrumen kedua adalah video, transkrip, dan tabel. Teori yang digunakan dalam menganalisis berasal dari teori Hoffman. Berdasarkan teori tersebut, terdapat tiga tipe code mixing, yaitu intra sentential mixing, intra lexical mixing, dan involving a change of pronunciation. Selain itu, ada empat tipe code switching, yaitu intra sentential switching, inter sentential switching, emblematic switching atau tag switching, dan establishing continuity switching. Hasil yang diperoleh setelah menganalisis ujaran yang digunakan oleh Cinta Laura dan Maudy Ayunda dalam video menunjukkan bahwa mereka menggunakan semua jenis code mixing dan code switching. Berdasarkan hasil analisis, terdapat total 69 data jenis code mixing dan total 55 data jenis code switching. Jenis code mixing yang dominan adalah intra sentential mixing sebesar dan pada jenis code switching yaitu intra sentential switching sebesar.