

Code Mixing Used in Cinta Laura Youtube Channel's "Bicara Cinta"

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Abstrak - Tujuan dari penelitian ini adalah untuk menemukan: 1) tipe-tipe code-mixing yang digunakan dalam video podcast Cinta Laura "Bicara Cinta" di channel YouTube dan 2) faktor-faktor penyebab penutur menggunakan code-mixing dalam video podcast "Bicara Cinta" di YouTube Channel. Penelitian ini menggunakan teori Hoffman (1991). Code mixing adalah kajian dari sosiolinguistik. Sosiolinguistik dapat didefinisikan sebagai ilmu tentang bahasa yang berhubungan dengan masyarakat. Sosiolinguistik berkaitan dengan bagaimana penggunaan bahasa berinteraksi dengan atau dipengaruhi oleh faktor sosial seperti jenis kelamin, etnis, usia, dan kelas sosial. Ahli sosiolinguistik tertarik pada bagaimana kita mengubah cara kita berbicara dalam konteks sosial yang berbeda dan bagaimana kita menggunakan fitur khusus bahasa untuk menyampaikan aspek makna dan identitas sosial. Data diambil dari video podcast "Bicara Cinta" dari channel YouTube Puella Id milik Cinta Laura. Penelitian ini menggunakan metode deskriptif kualitatif, dalam metode observasi, Menonton video podcast, mendengarkan percakapan video podcast, dan mencatat diterapkan untuk mengumpulkan data. Hasil penelitian ini menunjukkan tipe-tipe code mixing yang paling dominan ditemukan dalam penelitian ini adalah intra-sentential code-mixing, sedangkan tipe code mixing yang paling sedikit ditemukan dalam penelitian ini adalah Intra-lexical code-mixing. Untuk jumlah dari data ini yang ditemukan adalah sebanyak 50 data, yaitu Jenis campur kode Campur kode intra-sentential adalah 35 (70%), Campur kode intra-leksikal adalah 6 (12%), dan perubahan pengucapan adalah 9 (18%). Untuk mendapatkan hasil data dari perubahan pengucapan atau involving a change of pronunciation, setiap orang perlu memahami pengucapan yang benar, contohnya, "of course" bisa salah pengucapan menjadi "of cos" di penelitian ini.

Abstract - This study purpose is to found: 1) code mixing types used in Cinta Laura video podcast "Bicara Cinta" on YouTube channel and 2) the factors why the speakers used code mixing in video podcast "Bicara Cinta" on YouTube channel. This study applied the theory of Hoffman (1991). Code Mixing is a study of sociolinguistics. Sociolinguistics can be defined as the study of language that related to society. Sociolinguistics is concerned with how language use interacts with or is influenced by social factors such as gender, ethnicity, age, and social class. Sociolinguists are interested in how we change the way we speak in different social contexts and how we use specific features of language to convey aspects of social meaning and identity. The data were taken from a video podcast "Bicara Cinta" from Puella Id YouTube channel owned by Cinta Laura. This study used a descriptive qualitative method, in Observations method, watching the video podcast, listening the conversation the video podcast, and note taking technique was applied in order to collecting data. The study result is showing the prominent type of code-mixing found in this study is Intra-sentential code-mixing, while the least type of code-mixing found in this study is Intra-lexical code-mixing. For occurrence from this data that found are 50 data, Type of code mixing Intra-sentential code mixing are 35 (70%), Intra-lexical code mixing is 6 (12%), and Involving a change of pronunciation are 9 (18%). To get data results from involving a change of pronunciation, people need to understand the correct pronunciation, for example "of course" can be mispronounced to be "of cos" in this study.

Key words: Code Mixing, Sociolinguistics, Podcast

INTRODUCTION

Communication is the receiving, transmitting, and sharing information are all actions that are frequently done verbally that can be understood by the listener or interlocutor, Speaker must convey messages to the listener to avoid misunderstandings. As a result, it may be stated that language is inextricably intertwined with society, and the study that explores the relationship between language and society is known as sociolinguistics. Holmes (2013) defines sociolinguistics as the study of how language and society interact. According to Trudgill (1974), who also supports this description, sociolinguistics is a subfield of linguistics that investigates language as a social and cultural phenomenon. Along with the times, the ability to use language is getting wider and more diverse and even



more than one language can be combined in the context of conversation. In this case, the ability possessed by a person to speak more than one language is called a person "bilingual" or "multilingual".

According to Bialystock (2006:175) defines multilingual people as those who speak two languages and behave appropriately in both languages in terms of socio culture. This is due to their ability to harmonise the two language differences in the context of a conversation. On the other hand, Titone (1993:175), who also supports this definition, argues that bilingualism is the capacity to speak two languages, employing the structure and difference concepts of each language, rather than the paraphrase of the first language. In their daily life, the lives of bilingual people tend to communicate in more than one language with each other. In the conversation, bilingual people commonly apply code-mixing.

Rohmah, (2019: 3) explained code-mixing is the mixing of language assortments composed of at least two languages in a discourse. It implies that code mixing is mixing language assortments in a sentence. Code-mixing is the utilization of two or more languages together in a solitary expression and mixing from one language to other language. Wardaugh (2006) defines code mixing as the occurrence that occurs in the middle of a discussion or during the turns of a single speaker. Code mixing is becoming increasingly popular in society. Bilingual people are used to mixing languages with their mother in another language, whether between local languages or international languages such as Indonesian and English. English is an international language, becoming a common language used almost all over the world, including Indonesia. Code Switching is the transition or alternation among languages or language variations in communicating. In communication the speaker switches from one language to another language, for instance, the first speaker an example of sociolinguistics is a study two different languages such as from Indonesia, after that the speaker switch the language into English.

In Indonesia, people talk not only one language in communication. The use of more than one language when communicating is common for Indonesian because it has become a necessity to clarify their speech. This often occurs when mixed-race Indonesian children have parents from different countries with different parenting styles and languages. Besides, the way of speaking depends on the place where they talk, when they talk, and the situation during communication. For example, Cinta Laura who has a mother from Indonesia and a father from Germany. Of course, in daily communication the languages used are Indonesian and English. Cinta Laura is a multi-talented woman because she always inspires many people, especially the younger generation of Indonesia. She shares each story in the form of a video podcast on Puella Id YouTube channel.

For the review, five related earlier study were chosen. The previous there are: for the first previous study was written by Ni Nyoman Niki Tresna Sari, I Komang Sulatra, and Ni Wayan Suastini (2022) entitled: "Indonesian-English Code Mixing Found In Wardah Beauty Youtube Channel" The aim of this study is to categorize the many kinds and causes of code mixing that may be found on the Wardah Beauty YouTube channel. According to Hoffman's (1991) theory, this study's findings revealed three different types of code mixing: intra-sentential, intra-lexical, and involving a change of pronunciation. With a total of 45 data, the intra sentential type predominates among those that appear in the data source. For the reasons of code mixing found five reasons: talking about a particular topic, being emphatic about something, interjection, expressing group identity, and repetition used for clarification. The dominant reason for code mixing found in the data is talking about a particular topic. The amount of data is 33. The difference between the previous study and this study is the previous study only found five reasons for using code mixing, while in this study found six factors of using Code Mixing. The new type that was found in this study is Intention of clarifying the speech content for interlocutor.

The second previous study entitled "The sociolinguistics study on the use of code mixing in Gita Savitri Devi's YouTube channel video" was published by Zul Astri and Al Fian in 2020. The aim of this study is to identify the different types of code-mixing that appear in Gita Savitri Devi's YouTube video. The researcher used the documentation approach to gather data for this study. This study used content analysis to assess the type of code mixing developed by Hoffman and used the Sudijono formula to compute the different types of code mixing. 52 data in types of code-mixing were found in this study. The differences between the previous study and this study is, the previous study only focused on analyzing the type of code-mixing while in this study focused of analyzing the types of code mixing and the factors why the speakers used code mixing in video podcasts. While this study collected data by watching and listening to a video podcast and taking notes, the previous study used the documentation approach.

The third previous study, "Code Mixing in an Indonesia Novel Entitled Teman tapi Menikah," was written by Ifrohatul Fauqoh Nikmah. The aim of this study is to look at how Ayudia and Dito used English code mixing in their writing of Novel Teman Tapi Menikah. When collecting the data, the researcher used to read the Novel and underlined the English Code mixing happening in the Novel. There were 53 total data found in this study. The theory used in this study was Muysken theory (2000). The previous study focused on the use of English code

mixing in an Indonesian novel Entitled *Teman Tapi Menikah*, which is one of the differences between it and this study. While in this study, the types of code mixing and the factors why speakers in video podcasts used code mixing were analyzed.

The fourth previous study, "An Analysis of Indonesian - English Code Mixing in Kompas Daily Newspaper," was published in 2018 by Sri Hardianti Margareta, Bukhari Daud, and Burhansyah. The aim of this study is to identify the different types of code mixing employed in the Kompas Daily Newspaper and applied theory from Musyken's (2000). Inter-sentential code switching was shown to be the most common type of code switching in this study. This study used the descriptive qualitative method, allowing the researcher to understand the many kinds of code mixing and code-mixing factors. The previous study used Musyken's (2000) theory, which proposes: Insertion, Alternation, and Congruent Lexicalization, and in the form of words and phrases code mixing. This study does not use that theory. Additionally, this study applied Hoffman's theory (1991).

The last previous study, "Code Mixing in The Articles of Gogirl! Magazine February, 2013 Edition," was published by Nurul Azizah Ikhsani in 2012. The aim of this study is to categorize the most frequently used form of code mixing and to explain the many types of code mixing that were used in the articles of Gogirl! Magazine's February 2013 issue. In this study, the reasons for code mixing in the magazine are also examined. There are some theories from Muysken and Nababan that were implemented in this study. There are 103 total occurrences, of which insertion, alternation, and congruent lexicalization are three different types of code mixing. The previous study used some theory from Muysken and Nababan, which is one of the differences between it and this study. According to Muyskens theory, code mixing can take one of three forms: insertion, alternation, or congruent lexicalization. Additionally, this study used Hoffman's (1991) idea that there are three different types of code mixing: intra-sentential code mixing, intra-lexical code mixing, and code mixing involving a change in pronunciation.

Code Mixing Used in Cinta Laura Youtube Channel's "*Bicara Cinta*", that is the title about this study, this topic chosen because this study will analyze the types of code mixing used by Cinta Laura in the video podcast "*Bicara Cinta*" on Youtube Channel Puella ID and also the factors of the speaker switch the languages. The aim of choosing this topic is to avoid any confusing if the readers could identify code mixing in a bilingual conversation or in the utterance of other people.

RESEARCH METHODOLOGY

The data source of this study was taken from Cinta Laura video podcast "*Bicara Cinta*" on Puella Id YouTube channel. In the video podcast of "*Bicara Cinta*", Cinta Laura is a master of ceremony while Atta Halilintar is a speaker or guest star. This data taken from Episode 1 season 3 *Bicara Cinta*, the duration is 35 minutes and 35 seconds. The video podcast was about the process and journey of Atta Halilintar's success to become a famous Youtuber and his consistency in pursuing his goals. There are many challenges and obstacles faced by Atta Halilintar. This will greatly inspire young people around the world to dare to pursue their dreams and never give up. The data were analyzed using Miles et al. (2014): collecting data, data condensation, data display and conclusions drawing. The descriptive qualitative method was used in this study. The method for collecting and analyzing the data involved four steps: watching and listening to the video podcast, taking notes on the sentences that contained different types of code mixing, classifying the data, collecting the data, and analyzing the data based on the theory Hoffman (1991) presented in his book "An Introduction to Bilingualism."

RESULTS AND DISCUSSION

The findings show three types of code mixing used in Cinta Laura video podcast "*Bicara Cinta*" on YouTube channel. The table below shows the many types of code mixing.

Table 1. Code Mixing Used in Cinta Laura Video Podcast "*Bicara Cinta*" on YouTube Channel.

No	Types of Code Mixing	Occurrence	Percentage
1	Intra-sentential code-mixing	35	70%
2	Intra-lexical code-mixing	6	12%
3	Involving a change of pronunciation	9	18%

Total	50	100%
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In table above that was found 50 total data, which is divided into 35 occurrences of Intra-sentential code-mixing, with 70%, 6 occurrence Intra-lexical code-mixing with 12% and 9 occurrences Involving a change of pronunciation with 18%.

Table 2. The Factors of Code Mixing Used in Cinta Laura Video Podcast “Bicara Cinta” on YouTube Channel.

No	Factors of Code Mixing Used	Occurrence	Percentage
1	Talking a Particular Topic	30	60%
2	Being Emphatic about something	5	10%
3	Interjection	3	6%
4	Repetition used for clarification	5	10%
5	Intention of clarifying the speech content for interlocutor	5	10%
6	Expressing group identity	2	4%
Total		50	100%

In the table above that was found 50 which is divided into 30 occurrences of Talking a Particular Topic with 60%, 5 occurrences to Being Emphatic about something with 10%, 3 occurrences to Interjection with 6%, 5 occurrences to Repetition used for clarification with 10%, 5 occurrence Intention of clarifying the speech content for interlocutor with 10%, and 2 occurrence to Expressing group identity with 4%.

To show the result of this study, three different types of code mixing including intra-sentential, intra-lexical, and involving a change of pronunciation, were analyzed using Hoffman’s (1991) code mixing theory. In the meanwhile, this study applied Hoffman’s (1991) theory to analyze the elements that contribute to code mixing and only found four factors: talking about a particular topic, being emphatic about something, interjection, repetition used for clarification, and expressing group identity. In this study, 8 data were analyzed, including 4 intra-sentential, 2 intra-lexical, and 2 data that involving a change of pronunciation.

Intra-Sentential Code Mixing

Data 1

Kepikiran nggak sih maybe one day suatu hari Atta mau berhenti dari dunia didepan kamera?

(Have you thought that maybe one day Atta will want to quit the world in front of the camera?)

(Episode: Bicara Cinta 3, July 2022, 0:20-0:28)

The data above demonstrates that Cinta Laura mixed codes during her utterance. She inserts the English word "maybe one day," which is equivalent to the Indonesian phrase "*suatu hari*," in the middle of her utterance. This data shows a clause boundary in an utterance, which qualifies it as intra-sentential code mixing. The speaker aims for clarity in her speech. She may sometimes use two languages so that the listener may understand her better. She uses the same meaning. The speaker uses the aforementioned utterance to repeat the previous statement and provide the listener with clarification. The factor of code mixing in the aforementioned example is according to the theory from Hoffman (1991) is called repetition used for clarification, it is used to clarify a word in a sentence.

Data 2

Salah satu raja YouTube Asia dengan hampir 30 juta subscriber orang ini dijuluki sebagai salah satu public figure paling berpengaruh pada zaman ini dengan berbagai bisnis yang ia geluti.

(One of the kings of YouTube Asia with almost 30 million subscribers, this person is dubbed as one of the most influential public figures of this era with the various businesses he is involved in.)

(Episode: Bicara Cinta 3, July 2022, 1:15-1:20)

The utterance above shows that Cinta Laura mixes her language with the English terms “subscriber” which means “pelanggan” specifically for YouTube users and “public figure” which means “tokoh masyarakat” in Indonesian. Cinta Laura inserted English terms in the middle of her utterance during the conversation. Based on the theory from Hoffman (1991) about the factors of using code mixing in a conversation, the data above can be categorized as expressing group identity. This type is used to show the identity, profile of the guest star, namely Atta Halilintar as a famous public figure and already obtained 30 subscribers on YouTube. He is popular in South East Asia which made the presenter, Cinta Laura, mention his nickname as king of YouTube.

Data 3

Tapi apa sebenarnya keunggulannya jadi influencer Apakah penghasilannya ketenarannya?

(But what exactly are the advantages of being an influencer? Is the income the fame?)

(Episode: Bicara Cinta 3, July 2022, 0:34-0:35)

The data above can be categorized as intra-sentential code mixing. Due to the fact that it illustrates a sentence's boundary in an utterance, The data above demonstrates how English was inserted between Indonesian in Cinta Laura's utterance, She mixed the English term “influencer” which means “pemberi pengaruh” in Indonesian. Based on the theory from Hoffman (1991) about the factors of using code mixing, the data above can be included into talking about a particular topic. The topic that talks between Cinta Laura and Atta Halilintar in the utterance above is about the advantages of becoming an influencer as to what they do. They explained about the money and the income of becoming an influencer.

Data 4

Apa sih perbedaan terbesar antara hidup Atta dulu waktu masih single belum menikah dan sekarang?

(What is the biggest difference between your life when you were single or not married yet and now?)

(Episode: Bicara Cinta 3, July 2022, 2:11-2:17)

The English terms of “single” mentioned by the speaker in the utterance above can be classified into intra-sentential code mixing because it happened within clause boundary in an utterance. The aforementioned utterance demonstrates how Cinta Laura combines her native tongue with the English word "single," which in Indonesian means "*jomblo or sendiri*." The circumstances around the time that Atta was single. In the middle of her utterance, Cinta Laura interjected some English words. The speaker aims for clarity in her argument. She may occasionally use two languages so that the listener may understand her better. She says "*belum menikah*," which is equivalent to the English word "single." According to Wikipedia (2022), a single person is not in a committed relationship. The term "single" refers to someone who is not in any type of romantic relationship, including long-term dating, engagement, or marriage, or who is "single by choice."

The speaker uses the aforementioned utterance to repeat the previous statement and provide the listener with clarification. The factor of code mixing in the aforementioned example is according to the theory from Hoffman (1991) is called repetition used for clarification. Cinta Laura used a variety of words to repeat and make clear the conversation's main point.

Data 5

Lebih feel kayak blessing ya.

(It's feel like a blessing)

(Episode: Bicara Cinta 3, July 2022, 2:18-2:20)

The data above “Feel” and “blessing” that was utterance by Atta Halilintar can be classified into intra-sentential code mixing, because it occurred inside a clause of an utterance. The aforementioned use of the word “feel,” which in Indonesian means “merasa,” and the word “blessing” which in Indonesian means “keberkatan” or “Anugrah”. In that utterance Atta Halilintar added some English words. The data above including the factor of using code mixing in the factor of talking about a particular topic, based on the theory from Hoffman (1991). The particular

topic in the utterance of Atta Halilintar is about he expresses happiness and feels blessed for her daughter's presence.

Data 6

Siapa yang akan gaji mereka, misalnya miliaran perbulan aku harus keluar gaji, who gonna pay ?

(Who gonna pay them, for example billions per month I have to pay out, who gonna pay?)

(Episode: Bicara Cinta 3, July 2022, 8:51-8:57)

Atta Halilintar utterance the english sentence "who gonna pay" that is classified into intra-sentential code mixing, based on theory from Hoffman (1991) and the factor of code mixing that was used by Atta Halilintar is classified into repetition used for clarification. The repetition used for clarification to express clearer sentences for the listener to understand and clarify previous words.

Intra-Lexical Code Mixing

Data 7

Aku punya pertanyaan yang aku sering ditanya ke Atta. Di Indonesia, kita harus menyadari fakta bahwa videos atau konten yang viewsnya banyak, engagementnya tinggi, itu maaf tapi nilai positifnya kadang-kadang sangat minim.

(I have a question that I often ask Atta. In Indonesia, we have to be aware of the fact that videos or content with lots of views, lots of engagement, sometimes doesn't have a positive value).

(Episode: Bicara Cinta 3, July 2022, 4:01-4:17)

The utterance above demonstrates how Cinta Laura combines her native tongue with both English and Indonesian. She used English at her utterance. The words "view-nya" and "engagement-nya," which are English words with the suffix "-nya" added, were mentioned by Cinta Laura. The Indonesian equivalent of the English word "engagement" is "keterikatan," but the Indonesian equivalent of the English word "views" is "penonton". The code-mixing type used in the aforementioned utterance can be categorized as intra-lexical because the speaker mixes the lexical type and word level when mixing the language. According to the theory from Hoffman (1991) about the factors of using code mixing, the data above can be categorized as being emphatic about something. It shows her concern for the fact of the video on YouTube is of less positive value for the generation but how can have so many viewers and engagement. It occurred due to a lack of society awareness in creating useful content.

Data 8

Kalau itu, aku sangat setuju ya. Kadang memang beberapa content creator mereka yang berpikir tentang itu, mereka mengcombine, jadi kadang dia harus bikin positif kadang harus bikin full entertainment.

(I totally agree about it. Sometimes indeed some of their content creators think about it, they combine it, so sometimes they have to be positive, sometimes they have to make full entertainment).

(Episode: Bicara Cinta 3, July 2022, 4:22-4:34)

Atta Halilintar's utterance from above demonstrates how he switches from Indonesian to English in the middle of her utterance. He said the term "meng-combine," which combines the English verb "combine" with the Indonesian prefix "meng-." In Indonesian, the word "combine" has the equivalent of "menggabungkan." Due to the speaker's modification of the lexical and word levels while speaker was speaking, the aforementioned utterance can be classified as intra-lexical code mixing. The utterance "meng-combine" happened in the data above mentioned by the speaker to converse about some topic with Cinta Laura. In the data above, the speaker used the word "meng-combine" to start a conversation with Cinta Laura on a specific subject. According to Hoffman's (1991) about the reason of code mixing, the utterance above can be classified to talk about a particular topic. The topic is the creativity of the content creator in making creative content to improve the viewers.

Involving a Change of Pronunciation

Data 9

Yang bisa kita bilang sedikit controversy yang gitu gitu.

(What we can say is a little controversy like that).

(Episode: Bicara Cinta 3, July 2022, 5:03-5:11)

From the data above, there is a change of pronunciation in the Indonesian word “controversy” to become “kontroversi”. The data above can be categorized as involving a change of pronunciation. Atta Halilintar uttered the word “kontroversi” when he puts emphasis on an utterance that states something is happening which the Indonesian spelling is “kontroversi”. The word controversy should be pronounced “/ˈkɒntrəvɜːsi/” however, Atta Halilintar pronounced “/kɒntrəvɜːsi/” The types of code mixing in the data above is categorized as involving a change of pronunciation because when the speaker pronounced a word in English the pronunciation is changed to Indonesian phonological structure. Based on the theory from Hoffman (1991) about the factor of code-mixing in a language, the data above can be classified as the reason for talking about a particular topic. Atta Halilintar mixes his language to talk about some topic and states something is happening or the situation currently to Cinta Laura. However, Atta Halilintar is pure Indonesian, therefore he tried to pronounce English words but still used an Indonesian accent.

Data 10

Of Cors! Aku sudah berpikir atau memulai ini lebih duluan ya!

(Of course! I already thought or started this before ya!).

(Episode: Bicara Cinta 3, July 2022, 5:50-9:31)

The data above contains the utterance of Atta Halilintar by mentioning the word “Of Course” but with the wrong pronunciation. He pronounced the word phrase of course with /'ov/, ko:s/ meanwhile the correct way to pronounce is /əv/, /kɔːrs/. Therefore, the data above can be classified into a change of pronunciation because when Atta Halilintar pronounced a word in English, it changed to Indonesian phonological structure. Based on the theory from Hoffman (1991) about the factors of code mixing, the data above is categorized as involving the exclamation “of course!”. The data above can be classified as interjection, because the speaker tries to deliver his intense emotion in order to draw attention to the listener if he wants to make a confirmation of his statement. However, the pronunciation of the speaker is still following Indonesian accent because the speaker is pure Indonesian. For native Indonesians, they have a little difficulty in adapting to applying accents in English, such as following the rules for pronouncing a word in phonology because the accent in their first language precedes each utterance.

CONCLUSION

There are six factors when people mix the language, namely; talking about a specific topic, being emphatic about something, interjection, repetition for clarification, expressing group identity, intention of clarifying the speech for the interlocutor. Related to that phenomenon, this study focuses on analyzing the code-mixing phenomenon used in Cinta Laura video podcast “Bicara Cinta” on YouTube channel special podcast with famous Youtuber in South East Asia, Atta Halilintar. Based on the discussion above, there were three forms of code mixing: intra-sentential, intra-lexical, and requiring a change in pronunciation. With 50 total data, the dominant type of code-mixing found in this study is Intra-sentential code-mixing, while the least type of code-mixing found in this study is Intra-lexical code-mixing. Talking about a particular topic as the factor of code-mixing is mostly found in data sources while the least common type of the factor of code-mixing is expressing group identity. In conclusion, most public figure nowadays use code mixing to clarify the meaning of a term and to repeat the information that is not clear, the type of code mixing is to show identity. Directive is the function of code mixing is a, in communication the speaker makes a request to get an answer from the speaker. Intra sentential switching where language switching occurs at the boundary of a clause or sentence.

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