



CODE MIXING FOUND IN FELLEXANDRO RUBY'S YOUTUBE CHANNEL

Ni Putu Ria Kusumayanti¹, Ida Ayu Putri Gita Ardiantari²

English Department

Faculty of Foreign Languages

Universitas Mahasaraswati Denpasar¹,

Japanese Department

Faculty of Foreign Languages

Universitas Mahasaraswati Denpasar²

email: riakusuma169@gmail.com, idaayupugitaa@unmas.ac.id

Abstract

This study aimed to analyze the types of code mixing and the reasons of code mixing used in Fellexandro Ruby YouTube channel. The data that were used in this study were utterances in video content entitled People in Their 20s Must Know These 5 Things: My 3.2M Views Buka Talks that taken from Fellexandro Ruby YouTube channel. This study used direct observation methods in collecting data. The steps that were done in collecting data were transcribing data, note-taking, and identifying data. Data were analyzed using theory from Muysken (2000) to analyze the types of code mixing and the theory from Hoffmann (1991) to analyze the reason of code mixing. The result of data analysis was presented descriptively by providing detailed explanations. The study showed that all types of code mixing were successfully found, namely alternation, congruent lexicalization and insertion. Insertion was the most dominant type with a total of 25 data. Meanwhile, only 5 reasons of code mixing were found, namely expressing group identity or solidarity, talking about a particular topic, interjection, repetition used for clarification and quoting somebody else. Talking about a particular topic was common reason for code mixing that found in the data with a total of 25 data. This research concluded that all types of code mixing were successfully found, while only 5 reasons of code mixing were found.

Key words: sociolinguistics, code mixing, Fellexandro Ruby's YouTube channel

¹ Student of English Department, Faculty of Foreign Languages, Universitas Mahasaraswati Denpasar

² Lecturer of English Department, Faculty of Foreign Languages, Universitas Mahasaraswati Denpasar



A. INTRODUCTION

The science of linguistics that discusses and learn the correlation between language and social relations is sociolinguistics. According to Holmes (2013: 1), sociolinguistics is a part of science that learns about how a language relates to community. According to Wardhaugh & Fuller (2015: 1), sociolinguistics is the science of language in community that studies how a language is used in everyday life such as in daily conversation and on social media. According to Astari & Marantika (2023: 22), sociolinguistics is a branch of knowledge that explores the correlation between language and community. Therefore, sociolinguistics is the science of the relation between language and social relations. Language is very necessary in society, especially for communication. Therefore, with language can convey ideas and opinions. In everyday life, people communicate not only using one language but can communicate using two or more language which is called bilingualism. According to Trudgill (1983: 30), bilingualism is a person's skill to speak two or more languages. Meanwhile, individuals who have the skill to communicate more than one language can be called bilingual. According to Atmaja (2022: 152), bilingual is an event in sociolinguistics where a person has the skill to speak more than one language. When individuals have the skill to communicate two or more languages, they sometimes mix their languages into other languages and this mix of languages is called code mixing.

Code mixing is the phenomenon of inserting code from one language toward sentences or clauses from another language. According to Musyken (2000: 1), code mixing is an event of mixing of a lexical item and a grammatical feature from one language into another language. According to Hoffmann (1991: 105), code mixing is language mixing which combines elements from two languages in one utterance. According to Ulfiana (2021: 117), code mixing is when two or more languages are used by combining component of one language with component of another language. According to Nalantha et al. (2021: 165), code mixing occurs when an individual has mastered two or more languages and communicates with those who speak the same variety of languages. According to Dewi et al. (2021: 140), code mixing usually occurs in spoken and written communication. According to Risweni et al. (2021: 62), code mixing is an event that occurs when bilingual people seem to insert several words, phrases or clauses from a foreign language into another language without changing the topic. Mixing of two or more languages is a phenomenon that often occurs in bilingual society, therefore this phenomenon of code mixing often occurs in everyday life. Mixing two or more languages does not only occur in everyday conversations, but also occurs on social media.

Social media is a medium for communicating online with each other that allows people to communicate anytime and anywhere. According to Mabela et al. (2022: 589), social media is a platform or site that is online and users can quickly access all information. According to Hilda et al. (2020: 177), social media can help people to communicate with each other, exchange information, share experiences, discuss and operate a business. Most people who communicate or

interact on social media are teenagers. One of the most popular and widely used social media by teenagers or the public is YouTube.

YouTube is a social media that provides services to its users to share, like, comment and upload a videos. According to Permana & Laila (2023: 117), YouTube is a site that has two main functions for its users, which can be used to create content and search for content in the form of videos. According to Sari & Kusumawardhani (2021: 109), YouTube is the most favorite social media used for sharing audio-visual on internet and everyone can upload and watch any video. According to Afryanti et al. (2021: 497), YouTube is the most popular social media today and YouTube users can learn many things on this social media. According to Sistajati & Suputra (2021: 19), YouTube is a social media that has a lot of content such as entertainment and educational content. YouTube is the most accessed by teenagers because YouTube provides a variety of information about passion, careers and various things related to future orientation in visual form. In Indonesia, there are lots of YouTubers who can provide great content. In video content on YouTube, YouTubers can do various things such as teach knowledge about business strategy, provide information about life skills, passion and teach financial education to teenagers who want to have good knowledge about financial management.

In this research, an analysis of code mixing found on Fellexandro Ruby's YouTube channel was carried out. Fellexandro Ruby is a creativepreneur, writer, and content creator. Fellexandro Ruby has tried various jobs whose goal is to find the best version of work according to the Japanese concept of ikigai. Content about ikigai delivered by Fellexandro Ruby provides education and also inspiration for people who are 20 years old about the steps that must be taken to find a suitable passion. Fellexandro Ruby uses two languages in his content, namely Indonesian and English. Fellexandro Ruby, who masters two languages, sometimes mixes these two languages. Mixing these two languages is called code mixing. It will be very difficult to understand the content delivered by Fellexandro Ruby if we don't understand the code mixing used in Fellexandro Ruby's YouTube channel. By understanding the use of code mixing on social media, speakers can avoid misunderstanding the meaning of sentences spoken. In addition, an understanding of how code mixing was used on social media can provide information about the reasons for code mixing being used on social media.

Several researchers have previously conducted studies on code mixing. A study was done by Astari (2023), used Hoffman theory (1991), on code mixing in Cinta Laura YouTube Channel's "Talking Love". The results of this study was all types of code mixing were found and only six factors of code mixing were found. In addition, study done by Dewi et al. (2021) used Muysken's theory and Hoffman's theory on code mixing in Instagram Captions of An Indonesian Celebgram indicated that all types of code mixing were found and only three reasons that motivated the use of code-mixing were found. Moreover, Permana (2023) showed that all types of code mixing were found based on Muysken's

theory, all reasons of code-mixing were found based on Hoffman's theory and all the reasons of code mixing based on Bathia and Ritchie's theory were also found in his study on code mixing in the Corbuzier Podcast on YouTube. In line with the previous studies, Atmaja (2022) showed the result of his study on code mixing that all types of code mixing can be found with inter-sentential code mixing being the most dominant type of code mixing found but only five level of code mixing were found, with phrase level being the most dominant level of code mixing found. As well as other studies, Risweni (2021) indicated that intention of clarifying the speech content for interlocutor and congruent lexicalization was dominantly used by the characters in her study on code mixing in Negeri Para Bedebah Novel. Nevertheless, in this research not only analysed types of code mixing but also analysed the reasons for using code mixing in Fellexandro Ruby YouTube channel in content People in Their 20s Must Know These 5 Things: My 3.2 M Views Open Talks. This study used Muysken's theory (2000) and Hoffmann's theory (1991) to analyse the data. It can be seen that the research object used in this research is a new research object that has never been used in previous research. So there are new findings in this research which will be different from several previous studies due to differences in the research objects used.

Depend on the explication above, the purpose of this study was to analyze the types of code mixing that are found in Fellexandro Ruby YouTube channel and the reason of code mixing used on Fellexandro Ruby YouTube channel.

B. RESEARCH METHOD

The object of this research was Fellexandro Ruby YouTube channel in content People in Their 20s Must Know These 5 Things: My 3.2M Views Buka Talks. Fellexandro Ruby's Youtube Channel in content People in Their 20s Must Know These 5 Things: My 3.2M Views Buka Talks was published on 26 November 2020 and has a duration of 14 minutes 13 seconds. Fellexandro Ruby's YouTube channel in content People in Their 20s Must Know These 5 Things: My 3.2M Views Buka Talks discussed Fellexandro Ruby's career, finances and passions from 20 years old to 30 years old. He told in detail about his career experience, told how he found a suitable passion, and told in detail how he managed his finances from 20 years old to 30 years old. The research data was collected using direct observation method. The technique used to gather data was to download the data first, watch it carefully, make a transcript and make notes. After that the data was collected and identified depend on the type of code mixing and the reason of code mixing. Descriptive qualitative method was used to analyze the data. A qualitative method is a procedure used to examine data that has a broad scope and has meaning. According to Creswell (as cited in Rahmasari & Rosita, 2022), descriptive research is a method that seeks to interpret, describe and explain a situation. Muysken's theory (2000) and Hoffmann's theory (1991) were used to analyze the data. Muysken's theory (2000) was used to analyze the types of code mixing and Hoffmann's theory (1991) was used to analyze the reason of code mixing. After the data has been analyzed, descriptive conclusion

was drawn depend on the outcome of the data analysis. The outcome of data analysis were presented formally and informally.

C. RESULT AND DISCUSSION

1. Research Finding

In this section, it shows that there were two findings in this study according to the research questions. The findings were:

a. Types of Code Mixing Used by Fellexandro Ruby

The theory used in analyzing the types of code mixing on Fellexandro Ruby's YouTube Channel in content People in Their 20s Must Know These 5 Things: My 3.2M Views Buka Talks is Muysken's theory (2000). Muysken (2000) classifies the types of code mixing toward three types, namely alternation, congruent lexicalization and insertion. The results showed that there were 25 insertions, 2 alternations and 3 congruent lexicalizations. Complete data findings are shown in the table one.

Table 1. Types of Code Mixing

| NO | Types of Code Mixing | Data |
|-------------------|--------------------------|-----------|
| 1. | Insertion | 25 |
| 2. | Alternation | 2 |
| 3. | Congruent Lexicalization | 3 |
| Total Data | | 30 |

Data 1

Insertion

(0.42 - 0.50) *Yang pertama akan saya obrolin adalah saya akan membawa diri saya ke momen dalam hidup yang menurut saya punya **impact** yang besar banget ke dalam hidup saya.*

Analysis:

The data above showed that Fellexandro Ruby's used code mixing in his speech. He inserted the English word "**impact**" in the middle of his speech, which means "**dampak**" in Indonesian. According to Muysken (2000) this data can be categorized as an insertion because it indicates the insertion of a word or phrase.

Data 2

Alternation

(12.55 - 13.18) *Nah, teman-teman, ketika saya reflect balik, hal-hal yang saya rasa saya pengen sampaikan ke diri saya sendiri umur 20, saya menemukan kalau sebenarnya ini bisa diartikan balik sebagai **things I wish I knew when I was twenty**, bisa menjadi **things my thirty years old self would thank me for**.*

Analysis:

The data above showed that Fellexandro Ruby's used code mixing in his speech. He inserted the English clauses "**things I wish I knew when I was twenty**" and "**things my thirty years old self would thank me for**" at the end of his sentence which means "*hal-hal yang saya harap saya ketahui ketika saya berumur dua puluh*" and "*hal-hal yang diri saya yang berusia tiga puluh tahun akan berterima kasih kepada saya*". According to Muysken (2000) this data can be categorized as an alternation because it showed the existence of an insertion clause.

Data 3

Congruent Lexicalization

(2.12 - 2.14) *Tadinya saya pikir ini sesuatu yang **konsumtif**.*

Analysis:

The data above showed that Fellexandro Ruby's used code mixing in his speech. He said the Indonesian word "**konsumtif**" whose phonological order or word sound is similar to the English word "**consumptive**". Where this phenomenon was related to the dialect of the speaker so that there was a pronunciation error. According to Muysken (2000) this data can be categorized as congruent lexicalization because it showed that there are words whose phonological order or word sound was similar to words from other languages. Where this happens because of the dialect of the speaker so that there is a pronunciation error.

b. The Reasons of Code Mixing Used by Fellexandro Ruby

The reasons of code mixing on Fellexandro Ruby's YouTube Channel in content People in Their 20s Must Know These 5 Things: My 3.2M Views Buka Talks was analyzed using theory of Hoffmann (1991). Hoffmann (1991) classified the reasons of code mixing into seven types, namely repetition used for clarification, interjection, being emphatic about something, intention of clarifying the speech content for interlocutors, quoting someone else, talking about a particular topic and expressing group identity or solidarity. In this study, only five reasons for code mixing were found, namely interjection, repetition used for clarification, quoting someone else, expressing group identity or solidarity and talking about a particular topic. The results showed that there were 25 talking about a particular topic, 1 repetition used for clarification, 2 interjections, 1

expressing group identity or solidarity and 1 quoting someone else. Complete data findings are presented in the table two.

Table 2. The Reason of Code Mixing

| NO | The Reason of Code Mixing | Data |
|-------------------|--|-----------|
| 1. | Talking About a Particular Topic | 25 |
| 2. | Quoting Someone Else | 1 |
| 3. | Being Emphatic About Something | 0 |
| 4. | Interjection | 2 |
| 5. | Repetition Used for Clarification | 1 |
| 6. | Intention of Clarifying the Speech Content for Interlocutors | 0 |
| 7. | Expressing Group Identity or Solidarity | 1 |
| Total Data | | 30 |

Data 1

Talking About Particular Topic

(0:51 - 0:59) *Satu, ketika saya **decide** untuk beli mobil di umur 20-an dan kedua ketika saya beli iPhone.*

Analysis:

The data above showed that Fellexandro Ruby used code mixing in his speech. Fellexandro Ruby used the English word “**decide**” because he could not find the right expression, word or phrase and he was more comfortable used the English word “**decide**” than the Indonesian word “*memutuskan*”. According to Hoffmann (1991) this is called talking about particular topic as one of the reasons of code mixing. The particular topic discussed by Fellexandro Ruby with the audience present at the Buka Talk event was about five things that twenty years old should know about passion, career and finances.

Data 2

Quoting Somebody Else

(6.30 - 6.37) *Lalu saya cari tahu, kira-kira benar gak sih quote "**The rich stays rich, and the poor stays poor**"*

Analysis:

The data above showed that Fellexandro Ruby used code mixing in his speech. Fellexandro Ruby used the English clause "**The rich stays rich, and the poor stays poor**" was taken or quoted from famous figures' quotes to give the impression of being firm, accurate and wanting to emphasize something.

According to Hoffmann (1991) this is called quoting somebody else as one of the reasons of code mixing. Fellexandro Ruby used the English word "**The rich stays rich, and the poor stays poor**" which were quotes from famous figures to give a firm impression when conveying the topic of conversation. Where the topic discussed by Fellexandro Ruby with the audience present at the Buka Talk event was about five things that twenty years old should know about passion, career and finances.

Data 3

Interjections

(6.17 - 6.29) *Kalau saya ekstrem, saya dalemin lagi, setelah sepuluh tahun, angkanya ini. **Fantastis**. Reasonable? Reasonable karena saya udah ngchek ke IHSG. Nah, dari sini saya mendalami lagi tentang investasi.*

Analysis:

The data above showed that Fellexandro Ruby used code mixing in his speech. Fellexandro Ruby used the Indonesian word "**Fantastis**" as the emotional response he showed in his expressions. Using the Indonesian word "**Fantastis**" as an exclamation to express emotions can make instructions clearer and speakers more aware of their feelings. According to Hoffmann (1991) this is called Interjection as one of the reasons of code mixing. The interjections used by Fellexandro Ruby in his speech act as connectors in sentences or fillers in sentences. Where in this video Fellexandro Ruby discussed with the audience present at the Buka Talk event was about five things that twenty years old should know about passion, career and finances.

Data 4

Repetition Used For Clarification

(8.42 - 8.54) *Kalau kita dari muda udah bisa mengatur kesehatan kita dengan lebih baik, kita bisa lebih siap kapan pun ada challenges yang masuk dan kapan pun ada **kesempatan** atau **opportunity** yang masuk.*

Analysis:

The data above showed that Fellexandro Ruby used code mixing in his speech. The English word "**opportunity**" in the middle of speech means "**kesempatan**" in Indonesian. Fellexandro Ruby used the English word "**opportunity**" for clarify a previous utterance that used the Indonesian word "**kesempatan**", so the listener can understand it. Therefore, he delivered the same message in two languages, namely Indonesian and English. According to Hoffmann (1991) this is called repetition used for clarification as one of the reasons of code mixing. Fellexandro Ruby resays the same word in both languages to clarify the subject. Where the topic in video Fellexandro Ruby

discussed with the audience present at the Buka Talk event was about five things that twenty years old should know about passion, career and finances.

Data 5

Expressing Group Identity or Solidarity

(10.39 - 10.43) *Tapi ujung-ujungnya menemukan balance di tengah-tengah, namanya ikigai.*

Analysis:

The data above showed that Fellexandro Ruby used code mixing in his speech. The Japanese word "**ikigai**" at the end of sentence, which means "*alasan untuk hidup*" in Indonesian. Fellexandro Ruby used the Japanese word "**ikigai**" which was a word used by a group of Japanese people who want to find a purpose or reason to live. Where the word "**ikigai**" has been modified so that it was easier to understand and has become popular so that it was well known and understood by the public. The purpose of Fellexandro Ruby used of this word was to denote the identity of a group. According to Hoffmann (1991) this is called expressing group identity or solidarity as one of the reasons of code mixing. Fellexandro Ruby used the Japanese word "**ikigai**" to indicate the identity of a group. In addition, the word "**ikigai**" was related to the topics discussed in this video. Therefore, Fellexandro Ruby used this word to make it easier to provide understanding to avoid misunderstandings in conveying the topic. Where the topic discussed by Fellexandro Ruby with the audience present at the Buka Talk event was about five things that twenty years old should know about passion, career and finances.

2. Discussion

Based on the analysis, it can be concluded that Fellexandro Ruby often mixes his languages. Based on the research findings, three kind of code mixing were analyzed depend on Muysken's theory (2000). The three types of code mixing were insertion, congruent lexicalization and alternation. There were three types of code mixing found on the Fellexandro Ruby YouTube Channel. The three types of code mixing found on the Fellexandro Ruby YouTube Channel were 25 insertions, 2 alternations and 3 congruent lexicalizations. There were 25 insertion data found in this study. Through these data it can be observed that insertion was the most dominant type of code mixing found in the Fellexandro Ruby YouTube Channel in content People in Their 20s Must Know These 5 Things: My 3.2M Views Buka Talks.

In addition, there were several reasons that caused code mixing to occur. Based on the results of the study, of the seven reasons someone did code mixing as stated in Hoffmann's theory (1991), 5 reasons for code mixing were found in Fellexandro Ruby YouTube Channel in content People in Their 20s Must Know These 5 Things: My 3.2M Views Buka Talk, namely twenty-five data talking

about a particular topic, one data repetition used for clarification, two data interjections, one data expressing group identity or solidarity and one data quoting someone else. The results of this study indicated that talking about a particular topic was the most common reason of code mixing found on Fellexandro Ruby YouTube Channel. In analysing Fellexandro Ruby's reasons for mixing his languages, it can be found that sometimes a speaker of a language did code mixing for more than one reason. Based on the explanation above, it can be found that using Muysken's theory (2000) was successful in finding all types of code mixing, although using Hoffmann's theory (1991) was not successful in finding seven reasons of code mixing so it could only find five reasons of code mixing.

The results of this research were similar to the results of research written by Dewi et al. (2021) which shows that all types of code mixing were found, but only a few reasons of code mixing were found. Meanwhile, the results of this research were different from the results of research written by Astari & Marantika (2023), namely they were different in the theory used to analyze types of code mixing so that only types of code mixing have different research results. The results of this research were also different from the results of research written by Permana & Laila (2023), namely because there was an additional theory used by Permana & Laila (2023) to analyze reasons of code mixing, namely Bathia and Ritchie's theory which caused the results of the analysis of reasons of code mixing different. The results of this research were also different from the results of research written by Atmaja (2022) due to the different theories used. Apart from that, the results of this research were also different from the results of research written by Risweni et al. (2021), which differs in the types of code mixing that were dominantly found and the reasons for code mixing that were dominantly found.

D. CONCLUSION AND SUGGESTIONS

This study focused in analyzing the code mixing phenomenon in Fellexandro Ruby's YouTube Channel in content People in Their 20s Must Know These 5 Things: My 3.2M Views Buka Talks by using the theory from Muysken (2000) regarding the types of code mixing namely insertion, alternation and congruent lexicalization. As for the reasons for code mixing, the theory from Hoffmann (1991) was applied, and there were seven reasons people mix languages, namely being emphatic about something, expressing group identity or solidarity, quoting someone else, repetition used for clarification, interjection, intention of clarifying the speech content for interlocutors and talking about a particular topic. Depend on the discussion above, it was found three types of code mixing namely congruent lexicalization, alternation and insertion. The most common type of code mixing occurring in the data source was insertion with a total of twenty five data and the lowest used kind of code mixing was alternation with a total of two data. While the reasons for code mixing in the data were only found five reasons for using code mixing, namely quoting someone else, talking

about a particular topic, repetition used for clarification, interjection and expressing group identity or solidarity. The dominant reason for code mixing found in the data was talking about a particular topic with a total of twenty five data. Meanwhile, the reason for code mixing that was least used was repetition used for clarification, quoting someone else and expressing group identity or solidarity with total data, namely quoting someone else with one data, expressing group identity or solidarity with one data and repetition used for clarification with one data.

Depend on the results of code mixing research conducted by Fellexandro Ruby, it is hoped that this research can give benefits for readers and for future researchers who want to lead research on code mixing. Therefore, it is suggested for further research to used different objects such as books, talk shows and variety shows. For better learning in the future, there are many discussions that can be explored more deeply about code mixing and many theories about code mixing that can be explored. If the theories used are more diverse, of course there will be more and more discussions about code mixing.

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