

ABSTRACT

Elma Febiyaska, Agatha. (2017). *Types and features of code switching in GoGirl! magazine of March to May 2016 Editions*. Yogyakarta: Sanata Dharma University.

Code switching is a linguistic phenomenon that usually happens in a multilingual society. Globalization, westernization, and modernization can affect the phenomenon of code switching. However, the studies of code switching in written form are still fewer than those in the spoken one. Therefore, the researcher is interested in analyzing written code switching in an Indonesian teenage magazine, called *GoGirl!*

The researcher aims to investigate code switching that is used in *GoGirl!* magazine of March to May 2016 editions. The research questions addressed are 1) which types of code-switching appear in *GoGirl!* magazine of March to May 2016 editions? and 2) which features of code-switching appear in *GoGirl!* magazine of March to May 2016 editions?

This research is a content analysis. The researcher collected and sorted out the data from *GoGirl!* magazine of March to May 2016 editions. Furthermore, the data were analyzed based on the related theories.

The results show that there were 1,355 cases of code switching, mainly from Indonesian to English, appeared in *GoGirl!* magazine of March to May 2016 editions. Moreover, the types of code switching according to Muysken (2000) used in the magazines were alternation, insertion, and congruent lexicalization. In addition, the features based on each code switching type that appeared in the magazines were several constituents, non-nested a b a, length and complexity, discourse particles and adverbs, peripherality, single constituent, nested a b a, content words, linear and structural equivalence, multi-constituent code-mixing, non-constituent mixing, and triggering. Besides, there are six features that could not be found in the magazines, namely tag-switching, selected elements, morphological integration, function words, homophonous diamorphs, and mixed collocation and idioms. Thus, the mostly used type was alternation with 685 cases, then 686 occurrences of non-nested a b a that made it as a feature that was used frequently.

It can be concluded that *GoGirl!* magazine tends to use alternation type and non-nested a b a feature as code switching in writing the articles.

Keywords: *code switching, magazine, content analysis*

ABSTRAK

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Alih kode merupakan sebuah fenomena kebahasaan yang kerap kali muncul di dalam komunitas multi-bahasa. Globalisasi, westernisasi, dan modernisasi dapat memengaruhi kemunculan alih kode. Penelitian mengenai alih kode dalam bentuk tulisan masih lebih sedikit dibandingkan dengan dalam bentuk lisan. Maka dari itu, penulis tertarik untuk menganalisa alih kode tertulis di dalam sebuah majalah remaja Indonesia, yaitu GoGirl!

Penulis bertujuan untuk meneliti alih kode yang digunakan di majalah GoGirl! edisi Maret sampai Mei 2016. Rumusan masalahnya adalah 1) apa saja tipe alih kode yang muncul di majalah GoGirl! edisi Maret sampai Mei 2016? 2) apa saja fitur alih kode yang muncul di majalah GoGirl! edisi Maret sampai Mei 2016?

Penelitian ini adalah analisis konten. Penulis mengumpulkan dan memilah data dari majalah yang ada. Kemudian data tersebut dianalisis berdasarkan teori-teori yang berkaitan.

Hasilnya menunjukkan bahwa ada 1.355 alih kode, terutama dari Bahasa Indonesia ke Bahasa Inggris, yang muncul di majalah GoGirl! edisi Maret sampai Mei 2016. Lalu, tipe alih kode berdasarkan Muysken (2000) yang digunakan di dalam majalah tersebut adalah *alternation*, *insertion*, dan *congruent lexicalization*. Kemudian, fitur berdasarkan setiap tipe alih kode yang muncul di dalam majalah tersebut adalah *several constituents*, *non-nested aba*, *length and complexity*, *discourse particles and adverbs*, *peripherality*, *single constituent*, *nested aba*, *content words*, *linear and structural equivalence*, *multi-constituent code-mixing*, *non-constituent mixing*, dan *triggering*. Di samping itu, ada enam fitur yang tidak dapat ditemukan di majalah tersebut, yaitu *tag-switching*, *selected elements*, *morphological integration*, *function words*, *homophonous diamorphs*, dan *mixed collocation and idioms*. Jadi, tipe yang paling sering dipakai adalah *alternation* dengan 685 kasus, lalu kemunculan 686 *non-nested a b a* menjadikannya fitur yang paling sering dipakai.

Maka, dapat disimpulkan bahwa majalah GoGirl! cenderung menggunakan tipe *alternation* dan fitur *non-nested a b a* sebagai alih kode dalam menulis artikel.

Kata kunci: code switching, magazine, content analysis