ABSTRACT

Mindipko, Martha Clautilda. (2023). *An Analysis of Code Mixing Found in Lifni Sanders' Video.* Yogyakarta: English Language Education Study Program, Department of Language and Arts Education Faculty of Teachers Training and Education, Sanata Dharma University.

Nowadays, language and social media have a strong tie to each other. YouTube is one of the social media that makes people easy to know and learn about new language and culture from various countries on their own.

In this case, the writer has analyzed how to use code mixing through YouTube. The object of this research is the video from Lifni Sanders. The title of the video is. "TEKNIK MAKEUP TERBAIK GUE!! Daily & Natural Makeup!!". The researcher chose this video because the researcher has experiences to like doing make-up in daily life and also the speaker discusses how she makes natural make-up. In her video, the speaker tends to mix the Indonesia and the English language. To answer the research questions, 1) what are the types of code mixing that are found in Lifni Sanders' video? 2) what are the reasons for using code mixing in Lifni Sanders' video? The writer applies the theory from Hoffman (1991), the theory is about of code mixing and it reason of using the code-mixing. The theory can help the researcher to answer those research questions.

After analyzing the video, the writer found that there were 68 cases of code-mixing which consisted of 54 cases of intra-sentential code-mixing and the forms of the words are nouns, verbs, adjectives, adverb, phrase and compound. For the case of intra-lexical are 14 cases. Indonesian affix is added in the middle or at the end of the sentence and the form are–*nya*, ¬*di*-, and *nge*-. In terms of reasons for code mixing, there were five out of seven reasons emerging from the data, namely talking about a particular topic, quoting somebody else, being emphatic about something, interjection, and repetition using for clarification.

From the analysis, the writer concludes that the highest data in type code mixing is intra-sentential code mixing. It shows that the speaker strongly used intra-sentential code mixing in Indonesian and English language every time she speaks. Regarding the reason of code mixing, the most frequently reason that writer found in the analysis the speaker used is talking about a particular topic.

Keywords: Code-mixing, type of code-mixing and the reason of code-mixing.

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Saat ini, bahasa dan media sosial memiliki ikatan yang kuat satu sama laim. YouTube adalah salah satu media sosial yang membuat orang mudah mengetahui dan belajar sendiri tentang bahasa dan budaya baru dari berbagai negara.

Dalam hal ini penulis telah menganalisis bagaimana penggunaan code mixing melalui YouTube. Objek penelitian ini adalah video dari Lifni Sanders. Judul videonya adalah. "TEKNIK *MAKEUP* TERBAIK GUE!! *Daily & Natural* Makeup!!". Dalam video tersebut, Lifni membahas bagaimana ia merias wajah secara *natural*. Dalam videonya, pembicara cenderung mencampur bahasa Indonesia dan bahasa Inggris. Untuk menjawab pertanyaan penelitian, 1) Code mixing apa saja yang ditemukan dalam video Lifni Sanders? 2) apa alasan penggunaan code mixing dalam video Lifni Sanders? Penulis menerapkan teori dari Hoffman (1991) tentang teori *code-mixing*.

Setelah menganalisis video tersebut, penulis menemukan bahwa ada 67 kasus *code mixing*. Jenis pertama adalah *code-mixing intra-sentential* 53 dan untuk bentuk katanya ada nouns, verbs, adjectives, adverb, phrase and compound. Untuk jenis kedua adalah intra-leksikal ada 14 data. Untuk katanya berada di awal atau di akhir kalimat. Kata-nya terdiri dari –nya, ¬di-, dan nge-. Pada alasan *code-mixing*, penulis mendapatkan 81 data dari masing-masing alasan. Alasan yang penulis dapatkan adalah 5 alasan dari total 7 alasan yaitu membicarakan topik tertentu 56, mengutip orang lain 1, bersikap tegas terhadap sesuatu 10, interjeksi 8, dan pengulangan penggunaan untuk klarifikasi 6.

Dari analisis tersebut, penulis menyimpulkan bahwa data tertinggi dalam tipe code mixing adalah intra-sentential *code-mixing*. Hal ini menunjukkan bahwa, pembicara selalu menggunakan *intra-sentential code-mixing* setiap kali dia berbicara. Hal yang sama juga terjadi pada alasan *code-mixing*, yang paling sering digunakan yang penulis temukan dalam analisis tersebut adalah membicarakan topik tertentu.

Kata kunci: *Code-mixing, type of code-mixing and the reason of code-mixing.*