

ABSTRAK

Fernandatama, Dimas Leonardus. 2024. **Fenomena Campur Kode dalam Video Youtube Mata Najwa “Ganjar Pranowo Bicara Gagasan”**. Skripsi. Yogyakarta: Program Studi Pendidikan Bahasa dan Sastra Indonesia, Jurusan Pendidikan dan Seni, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Sanata Dharma.

Penelitian ini mengkaji aktivitas tuturan dalam video youtube Mata Najwa “Ganjar Pranowo Bicara Gagasan”. Penelitian ini bertujuan untuk mendeskripsikan: (1) jenis campur kode dalam video youtube Mata Najwa “Ganjar Pranowo Bicara Gagasan.” (2) faktor terjadinya fenomena campur kode dalam video youtube Mata Najwa “Ganjar Pranowo Bicara Gagasan” yang tayang bulan September 2023.

Jenis penelitian ini merupakan deskriptif kualitatif. Sumber data penelitian ini didapatkan dari aktivitas tuturan media youtube Mata Najwa “Ganjar Pranowo Bicara Gagasan”. Data dalam penelitian ini berupa kata dan frasa yang mengandung fenomena campur kode. Teknik analisis data yang digunakan dalam penelitian ini teknik observasi dengan mengamati media youtube Mata Najwa “Ganjar Pranowo Bicara Gagasan”. Proses pengumpulan data dengan menggunakan teknik SBLC, teknik rekam, dan teknik catat.

Peneliti menemukan dua jenis campur kode dalam aktivitas tuturan media youtube Mata Najwa “Ganjar Pranowo Bicara Gagasan” yakni, (1) jenis campur kode ke dalam (*Inner Code-Mixing*) dan (2) jenis campur kode ke luar (*Outer CodeMixing*). Selanjutnya, peneliti menemukan delapan faktor penyebab fenomena campur kode dalam aktivitas tuturan media youtube Mata Najwa “Ganjar Pranowo Bicara Gagasan” yakni, (1) faktor penggunaan istilah yang lebih populer, (2) faktor hubungan penutur dengan pribadi penutur, (3) faktor topik, (4) faktor fungsi dan tujuan tuturan, (5) faktor pokok pembicaraan, (6) faktor keterbatasan kode, (7) faktor membangkitkan rasa humor, (8) faktor ragam dan tingkat tuturan bahasa.

Kata kunci: *Sosiolinguistik, campur kode, faktor penyebab, youtube*

ABSTRACT

*Fernandatama, Dimas Leonardus. 2024. **The Phenomenon of Code Mixing in Mata Najwa Youtube Video "Ganjar Pranowo Talks Ideas"**. Thesis. Yogyakarta: Indonesian Language and Literature Education Study Program, Department of Education and Arts, Faculty of Teacher Training and Education, Sanata Dharma University.*

This study examines speech activities in Mata Najwa's youtube video "Ganjar Pranowo Talks Ideas". This study aims to describe: (1) the type of code mix in Mata Najwa's youtube video "Ganjar Pranowo Talks Ideas." (2) the factor for the phenomenon of code mixing in Mata Najwa's youtube video "Ganjar Pranowo Talks Ideas" which aired in September 2023.

This type of research is qualitative descriptive. The source of data for this research was obtained from Mata Najwa's youtube media speech activity "Ganjar Pranowo Talks Ideas". The data in this study are in the form of words and phrases that contain the phenomenon of code mixing which is analyzed according to Suandi's theory (2014). The data analysis technique used in this study is an observation technique by observing Mata Najwa's youtube media "Ganjar Pranowo Talks Ideas". The data collection process uses SBLC techniques, recording techniques, and record techniques.

The researcher found two types of code mixing in Mata Najwa's youtube media speech activity "Ganjar Pranowo Talks Ideas", namely, (1) the type of code mixing into the inside (Inner Code-Mixing) and (2) the type of code mixing to the outside (Outer Code-Mixing). Furthermore, the researcher found eight factors that caused the phenomenon of code mixing in Mata Najwa's youtube media speech activity "Ganjar Pranowo Talks Ideas", namely, (1) the use of more popular terms, (2) the factor of the speaker's relationship with the speaker, (3) the topic factor, (4) the function and purpose factor of speech, (5) the main factor of the conversation, (6) the factor of code limitations, (7) the factor of arousing a sense of humor, (8) factors of variety and level of language speech.

Keywords: Sociolinguistics, mixed code, causative factors, youtube