CODE MIXING USAGE ON SOCIAL MEDIA:

A LINGUISTIC ANALYSIS OF VIDEO ON TIKTOK

Eva Nurchurifiani[1], Innayah Hanum[2], Adenan Damiri[3], Oktariyani[4]

[1]STKIP PGRI Bandar Lampung, churifiani@gmail.com

[2]STKIP PGRI Bandar Lampung, innayah1122@gmail.com

[3]STKIP PGRI Bandar Lampung, adenandamiri@gmail.com

[4] Universitas Nahdlatul Ulama Lampung, oktariyani@unulampung.ac.id

Abstract: Code mixing is a common strategy in communicating among person who learn or use more than one language. This research has aimed to focus on analysing variety types and reasons of code-mixing used in Fathia Fairuza's TikTok video. The study uses a descriptive qualitative to report and describe the result of analysis data. Theory by Hoffman was used to classify types which are intra-sentential, intra-lexical, and involving change of pronunciation. Hoffmans' theory about motivation in using code-mixing was used in this study that includes talking about particular topic, quoting somebody else, being emphatic about something, interjection, and repetition used for clarification. The subject data in this study is Fathia Fairuza's utterances on her TikTok video. This study has found that the most used type of code-mixing was intra-sentential, and intention of clarifying the speech content for interlocutor as the common reason. This study was aimed to bring knowledge about kind of code-mixing and motivation or purpose in using code-mixing on TikTok video.

INTRODUCTION

Code mixing is one of interesting study in sociolinguistic area on what, why, and how people who speak two or more languages mixing the languages in oral or written text. Code is can be said a language variety or dialect used in communication. Concept of bilingualism is people tend to involve the codes together in their speech (Ezeh et al., 2022). In bilingualism community, mixing languages is a normal situation as an impact of two source of languages are identifiable by them (Meakins & Stewart, 2013). Bilingualism can be considered as the alternate use of two or more languages by the same individual (Maftoon & Shakibafar, 2011). Supported by Grosjean (2010) bilingual people are not necessarily fluent equally on all topics in both of their languages. There are a lot of motivation behind bilingual people while using code-mixing. This motivation is an impact from their purpose, background, and situation when they are using it. Furthermore, Jiang et al., (2014) code-mixing became a strategy in communicating for bilingual people. One of the reasons is to maintain their speech in communicating with others.

Code-mixing divided into three types consisted of intra-sentential, intra-lexical, and involving a change of pronunciation. There are seven reasons or purpose in using code-mixing which are talking about particular topic, quoting somebody else, being emphatic about something, interjection, repetition used for clarification, intention of clarifying the speech content for interlocutor, and expressing group identity (Hoffmann, 2014). Furthermore, Hoffman states that intra-sentential is when the other code occurs at start, middle, and the end of word, phrase, clause, or sentence level. Intra-lexical is when the other code occurs within lexical level. Involving change of pronunciation is when the other code occurs within phonological structures changing. The first reason to use code-mixing is when bilingual people use this strategy to talk about certain topic in their utterance without changing to another topic. Quoting somebody else is when speaker mentioned a well-known words, phrase, clause, sentence from other code. The speaker can use code-mixing to express emphatic about something with mixing the codes. Interjection is when the speaker uses code-mixing in inserting another language to their speech in order to maintain and gain something from their speech. The speaker can also repeat one code to the other code to make their speech clearer. The speaker uses code-mixing in order to clarify their speech to other bilingual people. They are sometimes using code-mixing to express and show that they are part of a certain community or group.

Social media as one of emerging platform nowadays that are used by a lot of people include people who are essentially bilingual or multilingual or people who are unintentionally use and learn another code on social media. Supported by Hasanen (2024) TikTok has not been studied as much as it can be said a fairly new platform. They are often mixed and blended languages on their communication in this platform. There is an urge related to this kind of topic regarding to it. Linguistic field area of study is needed on analysing practice of language on TikTok, as the rapid change of development in line with constant changing in communicating. Constant change communication and languages on TikTok are impacted from rapid constant of changing trends. Furthermore Haryati & Prayuana (2020) states in the digital era, societies that are multilingual may actually have interactions in their native languages which they blend with other languages that they have acquired. In this instance the pidgin, creole, bilingualism, multilingualism, code mixing, codeswitching and interference among different cultures in societies is not an exception. Furthermore, Indonesia people is widely known for being a multi-cultural country. However, Indonesian is used as official language but Indonesia is experienced in mixing languages and this is one of the reasons they are experience in using code-mixing.

There are some of previous studies related to this topic of study, the first one is study conducted by Perlina & Agustinah (2022) that was aimed to find out code-mixing type and reason on one of YouTube video of Gita Savitri Devi. This study is using theory of code-mixing by (Hoffmann, 2014). The result showed that intra-sentential as the most using type of code-mixing. Talking about particular topic as the most using reason of code-mixing. The different from this study is the subject data, and the platform that are chosen is different. The second study is conducted by Meigasuri & Soethama (2020), this study focused on the types of code-mixing, to identify word class categories and explain the factors of code-mixing usage in Touché novel by Windhy Puspitadewi. While it focused on novel this study focused on TikTok video and the theory that are used are different which is theory proposed by (Bhatia & Ritchie, 2014).

The last one is study conducted by Sutrisno & Ariesta (2019) that was aimed to find out code-mixing used by social media influencers in Instagram. The different is the subject of the

data which is in different social media platform with different use of theory. The question of this study is what and why the user of social media platform using code-mixing. This question became a foundation of research gap of this study from previous related studies. This study focuses in analysing code-mixing type and reason of Fathia Fairuza's utterance on TikTok video. The types consists of intra-sentential, intra-lexical, and involving a change of pronunciation. There are seven reasons of using code-mixing. They are talking about particular topic, quoting somebody else, being emphatic about something, interjection, repetition used for clarification, intention of clarifying the speech content for interlocutor, and expressing group identity. There was limited study that analysing code-mixing on TikTok especially on Fathia Fairuza's TikTok and analysing type and reason by using Hoffman's theory on Fathia Fairuza's TikTok video. This study brings knowledge about type and reason of code-mixing of Indonesian TikTok user with academic content areas.

METHOD

This study applied qualitative design as the research design to describe the data that are found. Supported by Kahlke (2014), qualitative as an approach to gather, analyze data and this method can be said interpretive as it describes the data that are found. The subject of this study is one of Fathia Fairuza's TikTok video, on November 19th 2024, where the user talking about her experience of internship in United Nations. This video is part of her educational content and activities in studying abroad. The researchers choose the subject data based on educational reason of Fathia Fairuza's content on TikTok and the content is in line with this study purpose in analysing code-mixing. It is in line with Ormston et al., (2014), selecting subject data is one of a key in doing research especially in qualitative research. Qualitative research focuses on what, why, and how, not how many the participant or subject in the research. In analysing the data, the researchers gathered and classified the type and reason of code-mixing that are found from the TikTok video. In gathering the data, the researchers listened to the video, and used note-taking as well transcript of the utterance on TikTok. After that, the researchers classified the type and reason by using Hoffman's theory. Then, the data that are found are represented in descriptive way with discussion to support the data.

FINDINGS AND DISCUSSION

Findings

This study uses descriptive qualitative in analysing the data. Based on the analysis, the researchers have found the following result from the data:

Table 1. The Code-Mixing Data in Fathia Fairuza's TikTok Video

No	Type of Code Mixing	Fathia Fairuza's TikTok Video Utterances
1	Intra-sentential Code Mixing	*Hai* **guys**!
2	Intra-sentential Code Mixing	*Aku Fathia dan sekarang lagi* **intern**
3	Intra-sentential Code Mixing	*di* **UN Human Rights Office** *di* New York.

4	Intra-sentential Code Mixing	*Setelah 4 bulan magang disini, aku udah belajar banyak banget dan mendapatkan pengalaman yang banyak banget juga yang awalnya aku kira kerjaan aku cuman bantuin* **supervisor** *aku aja, ternyata enggak.*
5	Intra-sentential Code Mixing	*Aku diberikan kesempatan untuk mendapatkan pengalaman yang jauh lebih luas mulai dari diberi kesempatan untuk ikutan* **High Level Political Forum**, **SDG Summit**
6	Intra-sentential Code Mixing	*dan sekarang juga aku lagi ikutan* **prepare** *untuk acara* **Human Rights 75**.
7	Intra-lexical Code Mixing	Y*ang aku kira anak magang gak bakalan boleh berinteraksi sama* **high level-nya** *di UN*,
8	Intra-sentential Code Mixing	*ternyata aku sering banget malah berinteraksi sama* **Assistant Secretary General**,
9	Intra-lexical Code Mixing	*dan juga* **High Commissioner for Human Rights-nya** *langsung.*
10	Intra-sentential Code Mixing	*Periode magangku juga diperpanjang dari 4 bulan menjadi 6 bulan. Mungkin karena aku sering inisiatif untuk* **do the extra miles**.
11	Intra-sentential Code Mixing	*Contohnya aku inisiatif untuk membuat artikel dan konten untuk keperluan* **social media** *dan juga sering menawarkan diri untuk membuat* **concept note** *atau menjadi moderator ketika kita ada* **event**.
12	Intra-sentential Code Mixing	*Aku juga terekspos dengan* **network UN** *yang sangat luas karena timku sendiri itu nggak hanya di New York,*
13	Intra-sentential Code Mixing	*tapi seminggu sekali aku juga* **meeting** *dengan tim yang ada di Geneva dan ketika ada* **event** *kolaborasi dengan* **UN Body** *yang lainnya,*
14	Intra-sentential Code Mixing	*aku juga bisa kenalan sama* **UN personel** *dari* **UN Entity** *yang lain serta berinteraksi dengan* **UN Special Rapporteurs** *dari berbagai macam* **issue**.
15	Involving a Change of Pronunciation Code Mixing	*Intinya aku nggak disuruh* **fotokopi** *ya selama magang.*

Table 2. The Code-Mixing Types Percentage on Fathia Fairuza's TikTok Video

No	Types of Code-Mixing	Percentages
1	Intra-sentential	80%
2	Intra-lexical	13%
3	Involving a change of pronunciation	7%
	Total	100%

Table 3. The Code-Mixing Reasons Percentage on Fathia Fairuza's TikTok Video

No	Reasons of Code-Mixing	Percentages
1	Talking about particular topic	20%
2	Quoting somebody else	7%
3	Being emphatic about something	0%
4	Interjection	7%
5	Repetition used for clarification	7%
6	Intention of clarifying the speech content for interlocutor	46%
7	Expressing group identity	13%
	Total	100%

Discussions

According to the result that the researchers have obtained from analysing code-mixing usage on Fathia Fairuza' TikTok video by using Hoffman's Theory. The theory clarifies that there are three types of code-mixing which bilingual or multilingual people use. It consists of intra-sentential, intra-lexical, and involving a change of pronunciation. There are seven reasons of using code-mixing. They are talking about particular topic, quoting somebody else, being emphatic about something, interjection, repetition used for clarification, intention of clarifying the speech content for interlocutor, and expressing group identity. From analysing the data, the researchers presented the results as follows:

In the first data, "*Hai* **guys!**" is a part of intra-sentential code-mixing because the speaker mixing word between English and Indonesia in boundary of words she was uttered. The reason speaker use English word in this context is to gain attention from the audience and in this case is the viewer of her TikTok Video. Based on this context, the reason that was used by the speaker is interjection because word with an exclamation in this context was aimed to get attention from viewer. It can be classified that the reason was interjection. The speaker mixing the language to gain an attention which is in line with Yuana (2022) interjection in code-mixing are inserting sentence fillers or connectors into sentences to express a reaction, strong emotion, or to gain attention. Interjection is commonly shows in a short exclamation such as Wow!, Hi!, Look!, Oh my God!, etc.

The second data, "*Aku Fathia dan sekarang lagi* **intern**" this is classified as intra-sentential type of code-mixing because the word occurs in a sentence. The reason is expressing group of identity because from the context of utterance the speaker showed that she is part of community in here as an internship and she is a university student that doing an internship. This is in line with Dewi & Ekalaya (2015), a person of a certain group identity can use code-mixing to express their identity. This reason is to differentiate one from another. It can be said that each community or a certain group has a certain way to communicate and it different from each other. For example, academic people communicate in a certain way with using code-mixing in expressing their disciplinary group.

The third data, "*di* **UN Human Rights Office** *di* New York." this is classified as intra-sentential because the speaker was used code-mixing within a boundary of words in her sentence. The reason of this code-mixing utterance is intention for clarifying the speech content for the interlocutor as the speaker mentioned where she worked at and clarifying her sentence by using code-mixing. This reason was used to make her sentence for the audience to understand the place where she is doing an internship. This is in line with Novedo & Linuwih (2018) intra-sentential happens in their utterance take a place between a clause, phrase, or sentence level. In where each clause or sentence appears in one language or another. A bilingual speaks to another bilingual with code-mixing to make the hearer understand. This means making the content or message of the conversation can be received by the hearer.

The fourth data, "*Setelah 4 bulan magang disini, aku udah belajar banyak banget dan mendapatkan pengalaman yang banyak banget juga yang awalnya aku kira kerjaan aku cuman bantuin* **supervisor** *aku aja, ternyata enggak.*", the English word in here occurs between Indonesian sentences can be classified as intra-sentential type of code-mixing. The speaker uses this word to represent her identity as part of community in this context she is an internship, and it is a common knowledge in this context the speaker has a supervisor. Based on this context, the speaker uses code-mixing in expressing group identity. Which is supported by Gulzar & Abdulrahman (2013), intra-sentential code-mixing happened when speaker mixing both or more languages in a single phrase, clause and in a sentence level. Furthermore, bilingual or multilingual speaker tend to behave in expressing that they are part of a certain group. The reason of this is to build an identity construction in a digital community in their practice (Wentker, 2018).

The fifth data, "*Aku diberikan kesempatan untuk mendapatkan pengalaman yang jauh lebih luas mulai dari diberi kesempatan untuk ikutan* **High Level Political Forum**, **SDG Summit**", code-mixing was used in here categorized as intra-sentential as it was occurred in sentence boundary of English and Indonesia. The reason of this code-mixing based on the context is talking about particular topic in line with her main topic, in here the speaker brings up events in where she attended internship. It is in line with Poplack (1980), intra-sentential is when bilingual or multilingual speaker switching the codes and occurs in or below a sentential boundary when they are using both or more languages. As cited in Yuliana et al., (2015), bilingual speakers are commonly mixing the codes they are speaking when there is no topic that they are changing, and there is no changing of situation when they are mixing the codes.

The sixth data, "*dan sekarang juga aku lagi ikutan* **prepare** *untuk acara* **Human Rights 75**." based on this, we can see that the speaker uses intra-sentential type of code-mixing as they were occurred in level of phrase and sentence of her utterance. The reason was continued from her previous topic, she brings up another particular topic which is another event or an activity that she was prepared for at the time. It is in line with Fanani & Ma'u (2018), intra-sentential is a common type that are used by bilingual or multilingual people when both or more languages mixed together into one sentence or phrase. Code-mixing is a phenomenon where two or more languages are used simultaneously in oral or written text. Code mixing is where there is an involvement of intentional two different languages without changing related topics they are written or uttered (Syafaat & Setiawan, 2019).

The seventh data, "*Yang aku kira anak magang gak bakalan boleh berinteraksi sama* **high level-nya** *di UN*," this English word used by the speaker in here between Indonesia language is a part of intra-lexical type of code-mixing. This is proven by the use of *-nya* as a suffix of English word **high level**. In this context, the speaker emphasized the word by adding suffix *-nya* to provide clarification for the viewer to understand the English word she was uttered. It is in line with Hoffmann (2014), in intra-lexical type of code-mixing they are classified into two types which is prefix and suffix. Supported by Adnyasuari et al., (2024) This type is intra-lexical type of code-mixing as the main word is in English and "*nya*" as a suffix in Indonesian. The suffix or prefix in code-mixing use to emphasize the word or sentence it affixes. The reason in this sentence is in line with Herman et al., (2022), intention to clarify their speech to the hearer, in order to make it more understand. This reason is one of common reason when speaker using code-mixing in their speech.

The eighth data, "*ternyata aku sering banget malah berinteraksi sama* **Assistant Secretary General**," the English word used in here is a part of intra-sentential type of code-mixing as it occurs in words boundaries. The reason of this code-mixing is expressing group identity, in this context the speaker said this noun refers to person from where she interns at and that showed an identity that she is an internship at the United Nations. This is in line with Mabule (2015), intra-sentential is categorized when the speaker is switching or mixing from

one language to another within a single utterance. Furthermore, one of the reasons they are mixing the code is to affirm their identity and sometimes to show their social status. This is in order to reflecting that they are a member and part of a certain social group.

The ninth data, "*dan juga* **High Commissioner for Human Rights-nya** *langsung.*" this English word used by the speaker in here between Indonesia language is a part of intra-lexical type of code-mixing. This is proven by the use of *-nya* as a suffix of English word **High Commissioner for Human Rights** to emphasize the noun she referred to in this context. The speaker emphasized the word by adding suffix *-nya* to provide clarification for the viewer to understand the English word she was uttered. This is in line with Salamat et al., (2021) intra-sentential code-mixing can be at the start, middle, and end of a phrase, clause, and a sentence. Supported by Diyanty & Heriansyah (2021), there will be lots of code mixing occurs when bilingual or multilingual person talks to another. A word from one code is repeated in the other language. This is to clarifies the ideas to make the conversation more understandable and the listener get better understanding by hearing the code-mixing.

The tenth data, "*Periode magangku juga diperpanjang dari 4 bulan menjadi 6 bulan. Mungkin karena aku sering inisiatif untuk* **do the extra miles**." this is categorized as intra-sentential type of code-mixing as it is occurring in phrase and sentence boundaries. The reason of the use of code-mixing here is quoting somebody else, instead of quoting a well-known figure, the speaker uses an idiom. This word is a common idiom that was used by English native speaker that has a meaning that speaker willing to do a big effort and being initiative in her works. It is in line with Puteri (2019) that intra-sentential is the most used type of code-mixing by people who are speaking two or more languages. Supported by Rinawati (2020) bilingual person can mix the code with inserting idiom of one code to the other. Furthermore, Hoffmann (2014) states that one is usually mix languages when quoting someone's else phrase or speech from the other code.

The eleventh data, "*Contohnya aku inisiatif untuk membuat artikel dan konten untuk keperluan* **social media** *dan juga sering menawarkan diri untuk membuat* **concept note** *atau menjadi moderator ketika kita ada* **event**." the type of code-mixing used in here is a part of intra-sentential as it occurs in phrase and sentence level. The reason or purpose in the use of code-mixing in here based on the context is intention for clarifying the speech content for the interlocutor. The speaker mixed up the word to make it clear to the audience what she did as an intern in the United Nations. It is in line with Sitinjak et al., (2020) that the code-mixing type with highest frequency of used by bilingual people is intra-sentential. Furthermore, to make the content of the speech can be understood, the speaker uses code-mixing.

The twelfth data, "*Aku juga terekspos dengan* **network UN** *yang sangat luas karena timku sendiri itu nggak hanya di New York*," the type of code-mixing used in here is intra-sentential as it occurs in words boundary level between Indonesia language in her sentence. The reason was used in here is talking about particular topic. She brings up a particular topic on how she got exposed with network UN while she is doing her internship in there. It is in line with Damanik (2015) intra-sentential occurs within word, phrase, clause, and sentence boundary. Code-mixing is usually use to talk about a certain topic without changing it.

The thirteenth data, "*tapi seminggu sekali aku juga* **meeting** *dengan tim yang ada di Geneva dan ketika ada* **event** *kolaborasi dengan* **UN Body** *yang lainnya,*" the type of code-mixing was used in here is intra-sentential as it was used between another language and occurred in phrase and sentence boundary. The reason of the code-mixing used in here is intention for clarifying the speech content for the interlocutor. The speaker clarifies her sentence connected to the previous topic of her sentence. This reason is to make the viewer understand the topic in previous sentence. It is in line with Wilymafidini (2021), intra-sentential happened when it occurs in a phrase, clause, or sentence level. Speaker uses code-mixing in their utterance for clarification of their speech.

The fourteenth data, "*aku juga bisa kenalan sama* **UN personel** *dari* **UN Entity** *yang*

lain serta berinteraksi dengan **UN Special Rapporteurs** *dari berbagai macam* **issue***.*" in this sentene the speaker uses intra-sentential as a type of code mixing. Because, the speaker mixing both languages in phrase and sentence boundary. The reason that was used in here is intention for clarifying the speech content for the interlocutor. The speaker makes the previous topic of her sentence even more clear to make the viewer understand about the topic that she brings up before. It is in line with Alazzam & Alamaren (2022) intra-sentential code-mixing can appear within phrase boundary. Furthermore, code-mixing can appear as the speaker talking about a certain topic in their speech (Mustikawati, 2016).

The last data which is the fifteenth data, "*Intinya aku nggak disuruh* **fotokopi** *ya selama magang*." this code-mixing is an involving change of pronunciation, the word **fotokopi** is derived from English word photocopy and in this context it is one of a common loan word used by Indonesian. In here, the speaker pronounces the word in Indonesia. In this context, the speaker using code-mixing as intention of clarifying the speech for interlocutor as this word can be understood by the viewer or target audience of her video. It is in line with Fitamala Sari (2022) involving change of pronunciation is when bilingual people mixing the other code into phonological structure in their native code. In addition, people use code-mixing to clarify to other bilingual people.

Based on the result of analysis data, the most used type of code-mixing was intra-sentential with 12 data and took 80% percentage use of code-mixing type. The most common reason on this study was intention of clarifying the speech content for interlocutor with 7 data and took 20% percentage. This result is in line with Agus Adi Guna (2024) that intra-sentential code-mixing that occurred within the boundaries of phrases, sentences, or clause dominate the result data. Supported by Koban (2013) intra-sentential took a great number in utterance of bilingual people who speak English as the other code. Furthermore, Md Zolkapli et al., (2022) intra-sentential also dominate the code-mixing type in practice of written text. The most common reason of using code-mixing in this study is in line with the result from previous related study. The most frequent purpose to use code-mixing is the intention to clarify (Nurhayati, 2021).

CONCLUSION

According to the result of analysing data from Fathia Fairuza's TikTok video, in this research three types of code-mixing are found in Fathia Fairuza's utterance on her TikTok video. There are six reasons in utilizing code-mixing that have been obtained from the result. Hoffman's theory related to the type and reason or purpose of code-mixing are used as the main theory in this study. Intra-sentential, lexical, and involving a change of pronunciation. The reasons consisted of talking about particular topic, quoting someone else, being emphatic, interjection, repetition used for clarification, intention of clarifying the speech content for interlocutor, and expressing group identity are consisted in the list of the reason.

There are 15 data consisted of utilizing code-mixing in the video. In this study, the researchers have obtained that the code-mixing type with highest frequency of used is intra-sentential with 12 data. For the reason or purpose in using code-mixing is intention of clarifying the speech content for interlocutor with 7 data. This study has a several limitations consisted of a limitation of subject of the data, and limitation of data, and this study only focus on analysing type and reason of code-mixing on TikTok video. Based on this limitation, further study can solve the limitation and broaden the scope of this related study.

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