

**AN ANALYSIS OF CODE-SWITCHING AND
CODE-MIXING USED BY FOOD VLOGGERS**

UNDERGRADUATE THESIS

Submitted as Partial Fulfillment of the Requirement to Obtain
Sarjana Sastra Degree of English Literature Department in Faculty
of Literature, Culture, and Communication
Universitas Ahmad Dahlan



By

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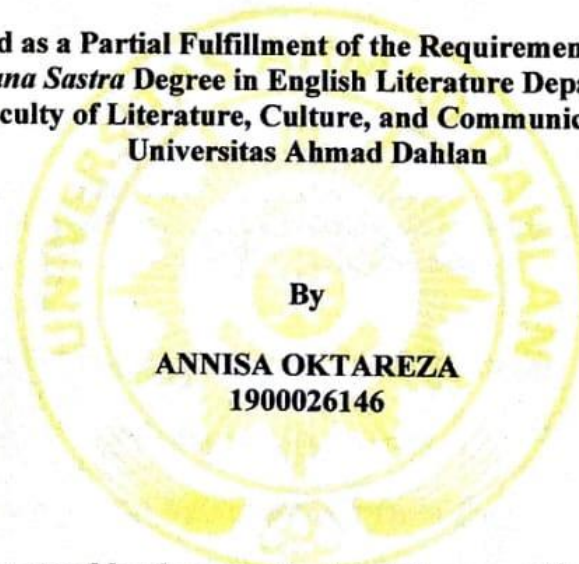
2024

APPROVAL PAGE

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RATIFICATION PAGE

AN ANALYSIS OF CODE-SWITCHING AND CODE-MIXING USED BY FOOD VLOGGERS

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This Undergraduate Thesis has been examined on February 13th 2024 and has been accepted as one of the requirements to obtain *Sarjana Sastra* Degree in English Literature Department Faculty of Literature, Culture, and Communication Universitas Ahmad Dahlan

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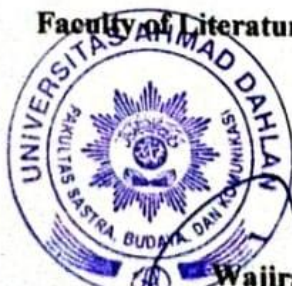


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Title of Paper : AN ANALYSIS OF CODE-SWITCHING AND CODE-
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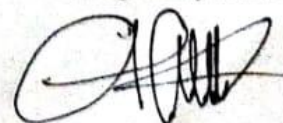
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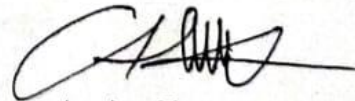
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MOTTO

“La Yukallifullahu Nafsan Illa Wus’aha”

*“The Secret of Happiness lies in 3 Things : Patience,
Gratitude, and Sincerity”*

HR. Ahmad

“Better Late than Never”

*“Sometimes the process is painful and hard, but Allah’s
plan is always the best”*

DEDICATION PAGE

This undergraduate thesis researcher dedicate to:

Alhamdulillah, praise be to Allah SWT. Who has blessed me with incredible benefits, patience, health, strength, and knowledge. Thanks to your assistance and convenience, the thesis was ultimately completed, albeit much later than intended. Shalawat and greetings are constantly showered on the Prophet Muhammad SAW.

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My fussy mima, bunda, babak, andung aji, tute, raihan biri-biri, uni awa, ayim, my cute yabi and atap, thank you for the tormenting that made me cry not to be tardy with this and, of course, thank you all for your prayers and support. I love you through thick and thin.

All of the researcher's best friends who have been acknowledged on the acknowledgment page, thank you for your presence in the lives of researchers who have grown more vividly colored, have a purpose, serve as a second home, and so on. Thank you for making a difference in the lives of researchers.

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In preparing this undergraduate thesis, the researcher is very grateful to the people who have supported and helped the researcher to complete this thesis. Special acknowledgment and the enormous thanks to Mr. Drs. Maftukhin, M.Hum., for dedication to guiding and giving the best advice, support, concern, and guidance to researcher with all her heart and patience so that researcher can complete this undergraduate thesis.

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3. Drs. Maftukhin, M.Hum., as the Head of English Literature Department Faculty of Literature, Culture, and Communication, Universitas Ahmad Dahlan.
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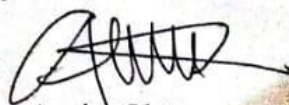
by the researcher's side in the process and together since P2K until finally at the final stage of this undergraduate thesis. Thank you for fighting, helping me when I lost my way. The researcher built upon this amity until here after.

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The researcher realizes that there are still areas for improvement in this research and writing. For this reason, researcher expect constructive criticism and suggestions. Researcher hope that this thesis can be useful in the future.

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Yogyakarta, 13 Februari 2024



Annisa Oktareza

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AN ANALYSIS OF CODE-SWITCHING AND CODE-MIXING USED BY FOOD VLOGGERS

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ABSTRACT

Currently, several Indonesian food vloggers intermittently mix or switch between English and Bahasa Indonesia in their sentences. In fact, it is not uncommon for individuals to mix and switch between languages during communication. The aimed of this study is to identify the types of code-switching and code-mixing observed in food vloggers' YouTube videos, employing Hoffman's (1991) framework. Additionally, the study seeks to describe the reasons behind food vloggers' utilisation of code-switching and code-mixing in their video reviews, drawing on Saville-Troike's (1986) theory.

This study used a descriptive-qualitative method to analyse data extracted from food vloggers' videos on YouTube. The data consists of words, phrases, and sentences. The total are 56 findings. This study presents data derived from the verbal expressions of three food vloggers: Gerry Girianza, Ken & Grat, and Ria SW. There are 2 types of code-switching and 2 types of code-mixing were used in food vloggers videos on YouTube. The research found there are emblematic switching (2 datums), inter-sensential switching (2 datums), intra-sentential mixing (46 datums), and inter-lexical mixing (6 datums).

For the reasons of code switching and code mixing, there are five reasons used by food vloggers on YouTube. There are Talking about a particular topic (47 datums), interjection (inserting sentence fillers or sentence connectors) (3 datums), because of real lexical need (4 datums), and repetition used for clarification (1 datums), Intention of clarifying the speech content for interlocutor (1 datums) are found in their utterances.

Keywords: Type and Reasons of code-switching, code mixing, and Food Vloggers on YouTube

ANALISIS PERALIHAN KODE DAN CAMPURAN KODE YANG DIGUNAKAN OLEH FOOD VLOGGER

Oleh
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INTISARI

Saat ini, beberapa food vlogger Indonesia kadang-kadang mencampurkan atau beralih antara bahasa Inggris dan bahasa Indonesia dalam kalimatnya. Bahkan, tidak jarang individu mencampuradukkan dan beralih antar bahasa saat berkomunikasi. Tujuan dari penelitian ini adalah untuk mengidentifikasi jenis-jenis alih kode dan campur kode yang diamati dalam video YouTube para vlogger makanan, dengan menggunakan kerangka kerja Hoffman (1991). Selain itu, penelitian ini berupaya untuk mendeskripsikan alasan di balik penggunaan alih kode dan pencampuran kode oleh para vlogger makanan dalam ulasan video mereka, berdasarkan teori Saville-Troike (1986).

Penelitian ini menggunakan metode deskriptif-kualitatif untuk menganalisis data yang diambil dari video food vlogger di YouTube. Datanya terdiri dari kata, frasa, dan kalimat. Totalnya ada 56 temuan. Penelitian ini menyajikan data yang berasal dari ekspresi verbal tiga food vlogger: Gerry Girianza, Ken & Grat, dan Ria SW. Terdapat 2 jenis alih kode dan 2 jenis campur kode yang digunakan dalam video food vlogger di YouTube. Dari hasil penelitian ditemukan adanya peralihan lambang (2 datum), peralihan antar makna (2 datum), pencampuran intra kalimat (46 datum), dan pencampuran antar leksikal (6 datum).

Untuk alasan alih kode dan campur kode, ada lima alasan yang digunakan para food vlogger di YouTube. Yaitu Pembicaraan tentang suatu topik tertentu (47 datum), interjeksi (memasukkan pengisi kalimat atau penghubung kalimat) (3 datum), karena kebutuhan leksikal yang sebenarnya (4 datum), dan pengulangan yang digunakan untuk klarifikasi (1 datum), Maksud untuk memperjelas topik. isi tuturan lawan bicara (1 datum) terdapat pada tuturannya.

Kata Kunci: Jenis dan Alasan Alih Kode, Campur Kode, dan Food Vlogger di YouTube