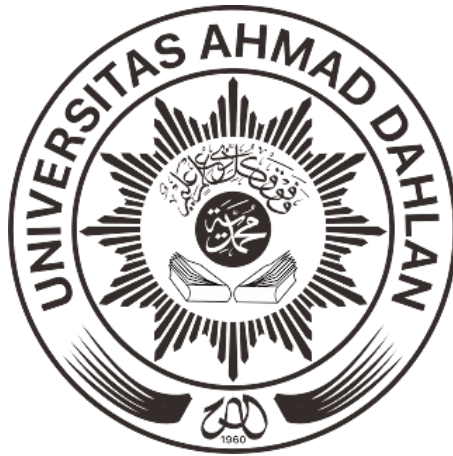


CODE MIXING USED BY MAUDY ON
“THOUGHT ON FAILURES + GRWM” VLOG
UNDERGRADUATE THESIS

Submitted as a Partial Fulfillment of the Requirements to achieve
Sarjana Sastra Degree in English Literature Department



BY

ULFIA HANAFI

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FACULTY OF LITERATURE, CULTURE, AND
COMMUNICATION

UNIVERSITAS AHMAD DAHLAN

YOGYAKARTA

2024

APPROVAL PAGE

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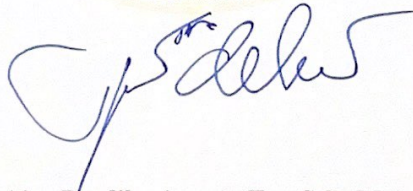
An Undergraduate Thesis

**Submitted as a Partial Fulfillment 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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RATIFICATION PAGE

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"THOUGHT ON FAILURE + GRWM" VLOG

An undergraduate thesis

By Ulfia

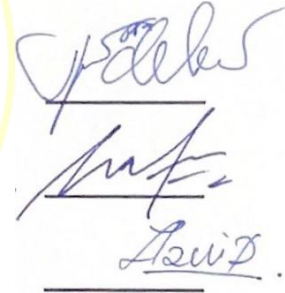
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This Undergraduate Thesis has been accepted by Board of Examiners on June 14th 2024 and declared to have fulfilled one of the requirements to obtain Sarjana Sastra Degree in English Literature Department Faculty of Literature, Culture, and Communication Universitas Ahmad Dahlan

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STATEMENT OF WORK ORIGINALITY

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Herewith, I state that all these statements, opinion, analysis, that I have written in this undergraduate thesis entitled CODE MIXING USED BY MAUDY ON “THOUGHT ON FAILURE + GRWM” VLOG are my original work. During the process, I optimally conducted my own research with the help of some references and suggestion. Every word and statement taken from these references are related as quotation and expert in which the names of the authors and publishers are state. If any claim related to this analysis that I made persist in the future, I would be fully responsible for my clarification.

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Ulfia Hanafi

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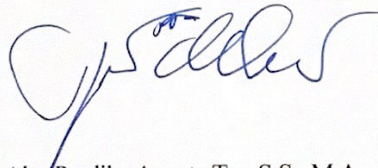
Demikian pernyataan ini saya buat dengan sebenarnya.

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Ulfia Hanafi

Mengetahui,
Pembimbing



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ACKNOWLEDGEMENT

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

All praises are due to Allah SWT, Lord of the worlds, who has given His loving and blessing until I can finish my thesis. Peace and gratitude may always be upon the Prophet Muhammad SAW, who has guided all creatures from the darkness to the lightness, from stupidly era to the cleverness within Islamic region. Without His power and help, the writer is not able to accomplish this undergraduate thesis. The researcher thanks to all people that support her in finishing this research and especially, Mr. Dr. Ajar Pradika Ananta Tur, S.S., M.A. for his dedication, advice, support, and guidance with all patience so that the researcher is able to accomplish this undergraduate thesis.

1. Prof. Dr. Muchlas, M.T., as the Rector of Universitas Ahmad Dahlan
2. Wajiran S.S, M.A., Ph.D., as the Dean of Faculty of Literature, Culture, and Communication, Universitas Ahmad Dahlan.
3. Drs. Maftukhim, M.Hum, as the Head of English Literature Department Faculty of Literature, Culture, and Communication, Universitas Ahmad Dahlan.
4. All the lectures in English Literature Department of Universitas Ahmad Dahlan.
5. All employees of Universitas Ahmad Dahlan.

Finally, the researcher is aware that this thesis is from perfection. Therefore, any suggestions to make this thesis better are welcomed. The researcher hopes that this thesis research will contribute to developing English studies and can be continued in the future.

Yogyakarta, April 2nd, 2024



Ulfia Hanafi

MOTTO

“Allah tidak membebani seseorang itu melainkan sesuai dengan kesanggupannya”

(Q.S. Al-Baqarah: 286)

Orang lain tidak akan mengerti perjuangan dan masa-masa sulit yang kita alami, yang mereka ingin tahu hanya cerita kesuksesannya saja. Berjuanglah untuk diri sendiri meskipun tidak ada yang memberikan tepuk tangan, karena di masa depan, diri kita akan sangat bangga dengan apa yang kita perjuangkan hari ini.

-unknown-

Trust your next chapter, because you are the author

-unknown-

DEDICATION PAGE

Here is my honest and sincere thank to all people that had been helping me to push up my strength,

1. First of all, I want to thank Allah SWT for answering all my prayers and for giving me good health and making it easier for me to finish this research.
2. This thesis is committed entirely to my adored parents, Bapak and Ibuk who always support me, gave me motivation, love, always asked me about this thesis “is it going well or not?”, financial and also pray to me so that I could get to the point where this thesis was finally completed. Thank you so much from deep of my heart Bapak and Ibuk, thank you for being there for me throughout the entire S-1 program. I am forever grateful for your presence as my parents. I’m nothing without you both.
3. My best friend Alwi and Shelly, thank you for supporting me, for comforting me, for being supportive, and thank you for helping me in completing my research. And thank you for accompanying me as a new student until we can complete our thesis together. I love you guys.
4. My homie Meilia, thank you for accompanying me when I completing my research and also hunting the coffee shop so that my mood while working improves.
5. My cat Jojo, thank you for accompanying me when I stayed up late working on my thesis until you fell asleep and snored.
6. And last but not least, I want to thank me for believing in me, for doing all these hard works, for having no days off, for never quitting, for always being a giver and trying to give more than I receive, I wanna thank me for trying to do more right than wrong, and I wanna thank me for just being me all the times. I love me.

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CODE MIXING USED BY MAUDY
ON “THOUGHT ON FAILURE + GRWM” VLOG

By

Ulfia Hanafi

2000026092

ABSTRACT

This research has a background by the code-mixing phenomenon carried out by Maudy Ayunda Indonesian artist and singer in one of her vlog entitled "Thought on Failure + GRWM". The research objectives in this thesis are divided into two, the first aims to find out the types of code mixing used by Maudy in her vlog and the second aim is to find out the reasons for the code mixing used by Maudy in her vlog.

This research uses qualitative descriptive. This research has main data utterances in the form of words and phrases taken from transcripts and subtitles in Maudy's vlog on YouTube. In collecting data, researcher used the listening method followed by note-taking techniques or what could be called observations by Sudaryanto. To analyse the data, researcher used the Miles and Huberman method by reduction, display, and drawing/verification. The approach used in this research is a sociolinguistic approach.

The research results based on the type and reason of code mixing found 31 data, consisting of 27 data found in Intra-sentential, 3 data found in Intra-lexical as types of code mixing. Then in the reason of code-mixing are 2 data found in the discussion of a talking particular topic, 1 data found in quoting somebody else, 1 data found in being emphatic about something, 1 data found in interjection, 1 data found in expressing group identity, and 2 data found in clarifying the speech content for the interlocutor.

Key words: Sociolinguistics, Code Mixing, Communication, Vlog, YouTube, Maudy

CODE MIXING USED BY MAUDY
ON “THOUGHT ON FAILURE + GRWM” VLOG

Oleh

Ulfia Hanafi

2000026092

INTISARI

Penelitian ini dilatar belakangi oleh fenomena campur kode yang dilakukan Maudy Ayunda dalam salah satu vlognya yang berjudul “Thought on Failure + GRWM”. Tujuan penelitian dalam skripsi ini terbagi menjadi dua, yang pertama bertujuan untuk mengetahui jenis-jenis campur kode yang digunakan Maudy dalam vlognya dan tujuan kedua untuk mengetahui alasan terjadinya campur kode yang digunakan Maudy dalam vlognya.

Penelitian ini menggunakan deskriptif kualitatif. Penelitian ini memiliki data utama berupa ucapan terdiri dari kata dan frasa yang diambil dari transkrip dan subjudul dalam vlog YouTube Maudy Ayunda. Dalam pengumpulan data, peneliti menggunakan metode mendengarkan yang dilanjutkan dengan teknik mencatat atau biasa disebut observasi oleh Sudaryanto. Untuk menganalisis data, peneliti menggunakan metode dari Miles dan Huberman yakni dengan reduksi data, penyajian data, dan penarikan kesimpulan. Pendekatan yang digunakan dalam penelitian ini adalah pendekatan sociolinguistik.

Hasil penelitian berdasarkan jenis dan alasan campur kode ditemukan sebanyak 31 data, yang terdiri dari 27 data ditemukan pada intra-sentential, 3 data ditemukan pada intra-leksikal. Kemudian pada alasan campur kode terdapat 2 data yang termasuk dalam pembahasan topik pembicaraan, 1 data yang termasuk dalam mengutip pernyataan orang lain, 1 data yang termasuk dalam penekanan terhadap sesuatu, 1 data yang termasuk dalam interjeksi, 1 data yang termasuk dalam mengekspresikan identitas kelompok, dan 2 data yang termasuk dalam memperjelas isi tuturan kepada lawan bicara.

Kata-kata kunci: Sociolinguistik, Campur Kode, Komunikasi, *Vlog*, *YouTube*, Maudy