

THE TYPE OF CODE MIXINGS USED
BY TECH YOUTUBER ON YOUTUBE PLATFORM



OLEH
PUTU ORDI KRISNA
NIM. 1712021210

JURUSAN PENDIDIKAN BAHASA INGGRIS

FAKULTAS BAHASA DAN SENI

UNIVERSITAS PENDIDIKAN GANESHA

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Universitas Pendidikan Ganesha
Untuk Memenuhi Salah Satu Persyaratan dalam Menyelesaikan
Program Sarjana pendidikan Bahasa Inggris



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SKRIPSI

DIAJUKAN UNTUK MELENGKAPI TUGAS AKHIR
DAN MEMENUHI SYARAT-SYARAT UNTUK
MENCAPAI GELAR SARJANA PENDIDIKAN

Menyetujui

Pembimbing I



Prof. Dr. Putu Kerti Nitiasih, M.A.
NIP. 196206261986032002

Pembimbing II



Prof. Dr. Ni Luh Putu Sri Adnyani, S.Pd., M.Hum.
NIP. 197803112003122001

Skripsi oleh Putu Ordi Krisna

Ini telah dipertahankan di depan dewan penguji

Pada tanggal 30 Juli 2024

Dewan penguji,



Dr. Dewa Putu Ramendra, S.Pd., M.Pd.
NIP: 197609022000031001

(Ketua)



Prof. Dr. Putu Kerti Nitiasih, M.A.
NIP. 196206261986032002

(Anggota)



Prof. Dr. Ni Luh Putu Sri Adnyani, S.Pd., M.Hum.
NIP. 197803112003122001

(Anggota)

✓

Lembar Persetujuan dan Pengesahan Panitia Ujian Skripsi
Diterima oleh Panitia Ujian Fakultas Bahasa dan Seni
Universitas Pendidikan Ganesha
guna memenuhi syarat-syarat untuk mencapai gelar sarjana Pendidikan

Pada:

Hari :Rabu

Tanggal :31 Juli 2024

Mengetahui,

Ketua Ujian,

Sekretaris Ujian,



Dr. Dewa Putu Ramendra, S.Pd., M.Pd.
NIP 197609022000031001



Dr. I G A Lokita Purnamika, S.Pd., M.Pd.
NIP 198304022006042001

Mengesahkan

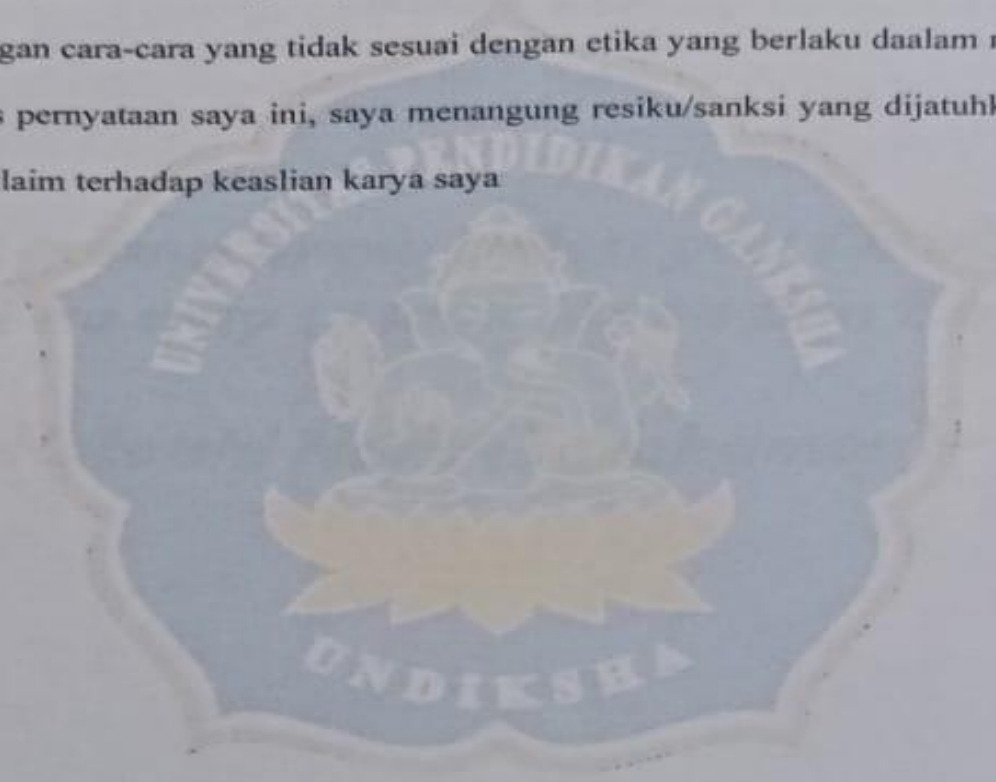
Fakultas Bahasa dan Seni



Dr. Made Sutarna, M.Pd.
NIP 196004241986031002

PERNYATAAN

Degan ini saya menyatakan bahwa karya tulis ini yang berjudul "THE TYPE OF CODE MIXINGS USED BY TECH YOUTUBERS ON YOUTUBE PLATFORM" beserta seluruh isinya adalah benar karya saya sendiri dan saya tidak melakukan penjiplakan dan pengutipandengan cara-cara yang tidak sesuai dengan etika yang berlaku daalam masyarakat keilmuan. Atas pernyataan saya ini, saya menanggung resiko/sanksi yang dijatuhkan kepada saya atau ada klaim terhadap keaslian karya saya



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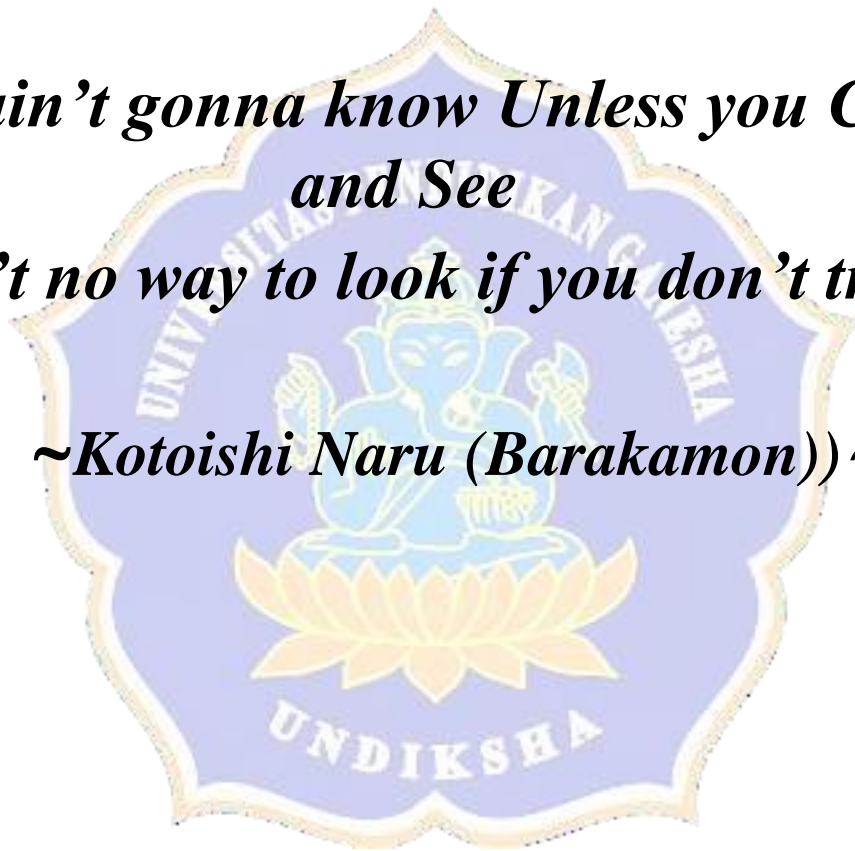


Putu Ordi Krisna
NIM. 1712021210

MOTTO

***“You ain’t gonna know Unless you Climb
and See
Ain’t no way to look if you don’t try”***

~Kotoishi Naru (Barakamon)~



DEDICATIONS

This thesis is highly dedicated to:

Ida Sang Hyang Widhi Wasa, Tuhan Yang Maha Esa

My parents and my siblings:

I Made Suparta Hadiwijaya, Desak Ketut Tri Ekayani, Kadek Tira Dewi

My lecturers,

To All My lectures in English Education Department
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Completing this research study on the topic of code mixing

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ORDINARY MEMER
KKNYehEmbangTeam

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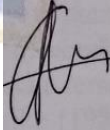
The writer would like to express her greatest gratitude to Almighty Gods for the blessings so that this thesis could be accomplished in time. The writer has received lots of supports and advice from many people. Therefore, the writer would like to say thank you for:

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Singaraja, 20 April 2022



Putu Ordi Krisna

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Oleh

Putu Ordi Krisna,

NIM 1712021210

English Language Education

ABSTRAK

Penelitian ini bertujuan untuk menganalisis tipe-tipe campur bahasa yang sering digunakan oleh tech youtuber dan alasan menggunakan campur bahasa pada videonya. Metode deskriptif kualitatif digunakan pada penelitian ini dan berfokus pada kualitatif dari pada metode kuantitatif. Penelitian ini difokuskan pada suatu kejadian campur bahasa antara Bahasa Indonesia – Bahasa Inggris yang digunakan oleh tech youtuber didalam videonya. Selain itu, pengambilan data melalui proses observasi pada video dari masing-masing tech youtuber dan mewawancarai tech youtuber secara online dengan menggunakan google form. Selanjutnya, data yang telah diperoleh dianalisis dengan menggunakan teory Hoffman (1991), Ho (2007), dan Saviile-Troike (1986). Berdasarkan hasil dari analisis data, ditemukan bahwa tipe campur bahasa yang dominan digunakan yaitu *Intra-sentential code-mixing* dengan jumlah 122 (59%). Sedangkan, alasan yang mendasari beauty vloggers menggunakan code-mixing yang paling dominan yaitu *because of real lexical need* dimana 9 (36%) tech youtuber memiliki alasan yang sama dengan alasan tersebut. Selain itu, terdapat 2 alasan tambahan diluar dari teori Saviile-Troike (1986) dan Hoffman (1991) yaitu: ingin lebih banyak mendapatkan subsriber dan penonton, juga agar saat mepromosikan produk penonton lebih tertarik dengan produk yang dripromosikan.

Kata kunci: Code-mixing, Tipe-tipe Code-mixing, Alasan menggunakan Code mixing.

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ABSTRACT

This study aimed to know the types of code-mixing often used and the reasons for using code-mixing by Tech Youtubers in their videos. Descriptive qualitative methods are used in this study and focused on qualitative rather than quantitative method. This research focused on the phenomenon of code-mixing between Indonesian language and English language used by Tech Youtubers in their videos. Moreover, the data were collected by observing the Tech Youtubers video and interviewing the selected Tech Youtubers using the google form. Furthermore, the data obtained were analyzed using the theory of Hoffman (1991), Ho (2007), and Saville-Troike (1986). Based on the data analysis, the result showed that the dominant type of code-mixing used by Tech Youtubers was Intra-sentential code-mixing with the total number of 122 items (59%). Meanwhile, the predominant reason underlying the use of code-mixing by Tech Youtubers is *because of the real lexical need*, where 9 (36%) beauty vloggers have the same rights. However, there were two additional reasons out of Saville-Troike (1986) and Hoffman's theory (1991), namely: wanting to get more subscribers and views also so that when promoting a product, the audience is more interested in the product that were promoted.

Key words: *Code-mixing, Types of Code-mixing, Reasons for using Code-mixing.*

TABLE OF CONTENTS

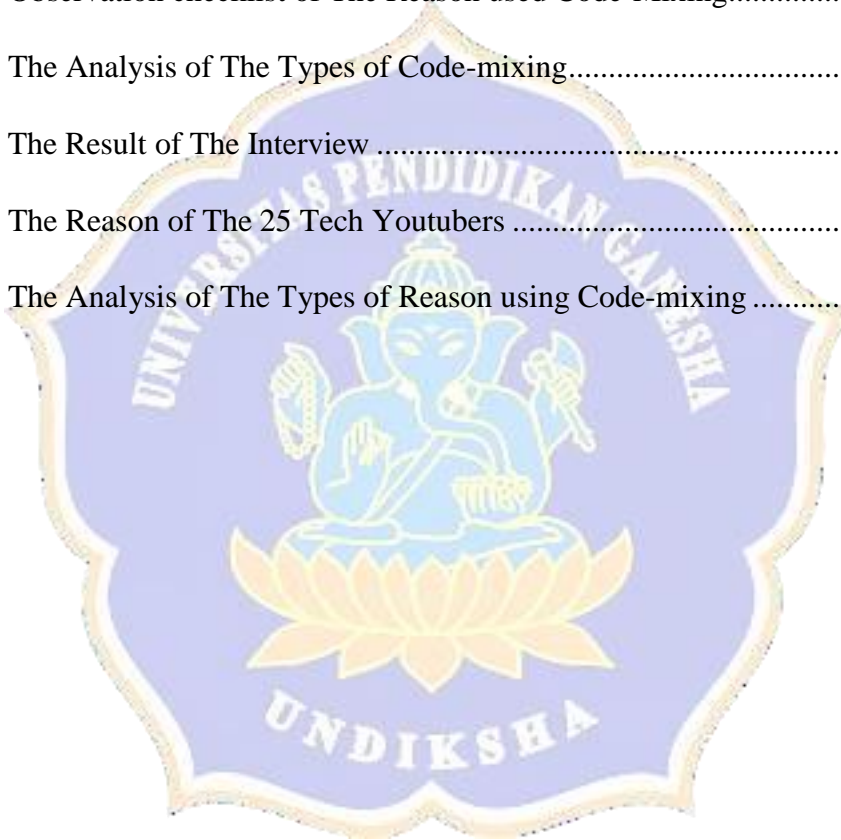
	Page
ACKNOWLEDGEMENT	i
ABSTRACT	iv
TABLE OF CONTENTS	v
LIST OF TABLES	viii
LIST OF APPENDICES	ix
CHAPTER I INTRODUCTION	1
1.1 Research Background.....	1
1.2 Identification of The Problem	2
1.3 Research Limitation	3
1.4 Research Questions	3
1.5 Research Objectives	4
1.6 Research Significances.....	4
CHAPTER II REVIEW RELATED LITERATURE	6
2.1 Theoretical Review.....	6
2.1.1 Sociolinguistics.....	6
2.1.2 Bilingualism	8
2.1.2.1 The Types of Bilingualism	10
2.1.3 Code.....	12

2.1.3.1 The Definition of Code-mixing	12
2.1.3.2 Types of Code-mixing.....	14
2.1.3.3 The Reason for Using Code-mixing.....	18
2.1.4 Code-mixing in Social Media.....	21
2.1.5 Tech Youtubers	22
2.2 Empirical Review	24
CHAPTER III RESEARCH METHOD.....	27
3.1 Research Design	27
3.2 Research Subject	27
3.3 Data Collection Technique.....	28
3.3.1 Observation.....	28
3.3.2 Interview.....	29
3.4 Instrument of Data Collection	29
3.4.1 Observation Checklist	30
3.4.2 Interview Guide.....	32
3.5 Data Collection Process.....	32
3.6 Data Analysis Process	33
3.6.1 Data Reduction	33
3.6.2 Data Display	33
3.6.3 Verifications / Conclusion Drawing	36
CHAPTER IV FINDING AND DISCUSSION	37

4.1 Findings	37
4.1.1 The Result of The Observation.....	38
4.1.2 Types of Code-mixing often Used by 25 Tech Youtubers.....	40
4.1.3 The Result of Interviewing the 25 Tech Youtubers	42
4.2 Discussion.....	46
4.2.1 Types of Code-mixing often used by The 25 Tech Youtubers.....	47
4.2.2 The Reason for Using Code-mixing by The 25 Tech Youtubers	53
CHAPTER V CONCLUSION AND SUGGESTION	60
5.1 Summary.....	60
5.2 Conclusion.....	61
5.3 Suggestion.....	62
LIST OF REFERENCES	63
APPENDICES	66

LIST OF TABLES

	Page
Table 1.1 Observation checklist of the types of Code-Mixing	30
Table 1.2 Observation checklist of The Reason used Code-Mixing.....	31
Table 1.3 Observation checklist of the types of Code-Mixing	34
Table 1.4 Observation checklist of The Reason used Code-Mixing.....	35
Table 1.5 The Analysis of The Types of Code-mixing.....	40
Table 1.6 The Result of The Interview	42
Table 1.7 The Reason of The 25 Tech Youtubers	43
Table 1.8 The Analysis of The Types of Reason using Code-mixing	57



LIST OF APPENDICES

Appendix 1: Transcription of 25 Videos from The 25 Tech Youtubers

Appendix 2: The Result of The Data that have been Observed and Classified

Appendix 3: The Result of The Interview via Online by Google Form

Appendix 4: The Analysis of The Types of Reasons

