

CODE MIXINGS USED BY BEAUTY VLOGGERS ON YOUTUBE CHANNEL



JURUSAN PENDIDIKAN BAHASA INGGRIS

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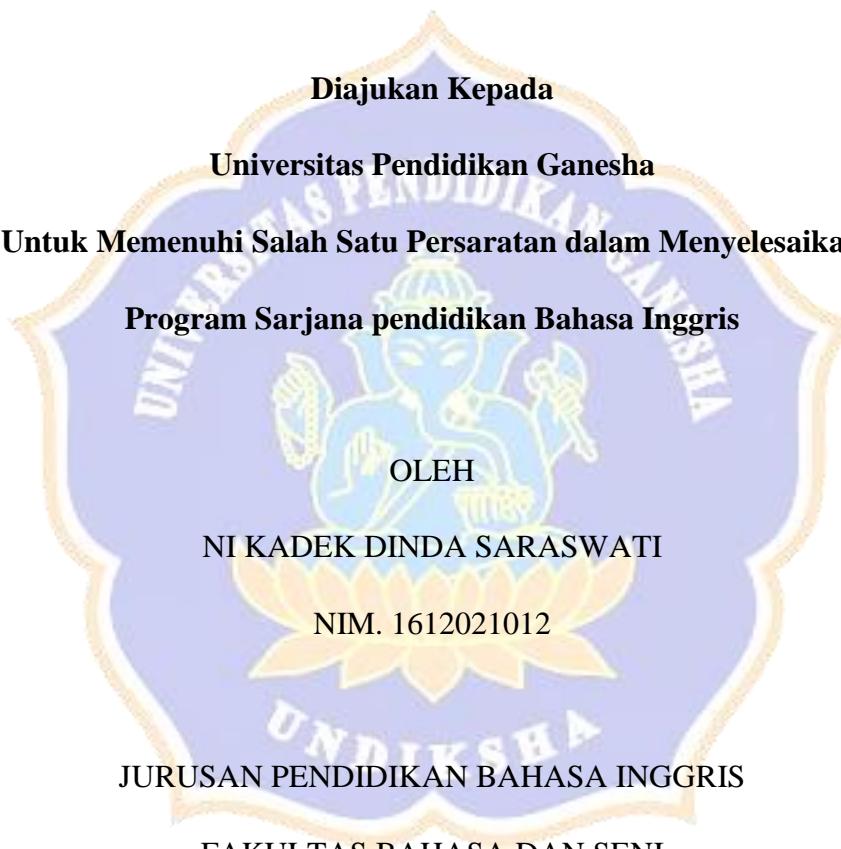
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SKRIPSI



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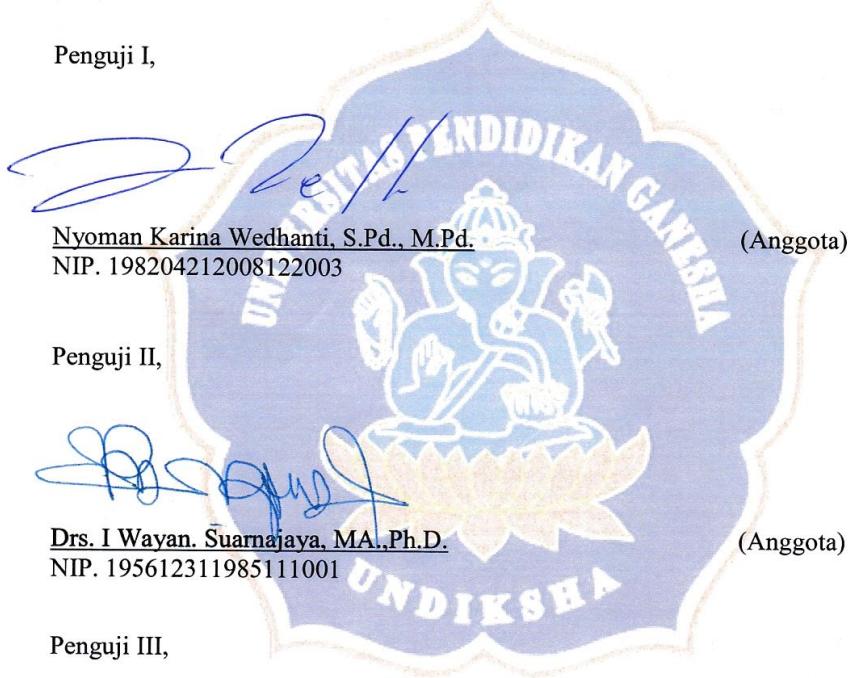
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PERNYATAAN

Dengan ini saya menyatakan bahwa karya tulis ini yang berjudul “CODE MIXINGS USED BY BEAUTY VLOGGERS ON YOUTUBE CHANNEL” beserta seluruh isinya adalah benar karya sendiri dan saya tidak melakukan penjiplakan dan pengutipan dengan cara-cara yang tidak sesuai dengan etika yang berlaku dalam masyarakat keilmuan. Atas pernyataan ini, saya siap menanggung resiko/sanksi yang dijatuhkan kepada saya atau ada klaim terhadap keaslian karya saya ini.



Badung, 7 Agustus 2020

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MOTTO

**"What's Coming is Better than
What is Gone"**



DEDICATIONS

This thesis is highly dedicated to:

Ida Sang Hyang Widhi Wasa, Tuhan Yang Maha Esa

My parents and my siblings:

I Nyoman Suarna, Ni Ketut Sulastri, and I Putu Dimas Anggreana

My lecturers,

I Wayan Suarnajaya

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Strong Woman Group

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Just For Laugh Group

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PPL SPENDA Team

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Finally, the writer hopes that this research can be useful and beneficial for the development of Sociolinguistics. The writer realize this thesis still has some mistakes and weaknesses. Therefore, the writer would like to accept all constructive criticism, suggestion and feedbacks which are needed for the improvement of this research paper.



CODE MIXINGS USED BY BEAUTY VLOGGERS ON YOUTUBE CHANNEL

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English Language Education

ABSTRAK

Penelitian ini bertujuan untuk menganalisis tipe-tipe campur bahasa yang sering digunakan oleh beauty vloggers 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 beauty vloggers didalam videonya. Selain itu, pengambilan data melalui proses observasi pada video dari masing-masing beauty vloggers dan mewawancaraai beauty vloggers secara online dengan menggunakan google form. Selanjutnya, data yang telah diperoleh dianalisis dengan menggunakan teory Hoffman (1991), Ho (2007), dan Saville-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%) beauty vloggers memiliki alasan yang sama dengan alasan tersebut. Selain itu, terdapat 2 alasan tambahan diluar dari teori Saville-Troike (1986) dan Hoffman (1991) yaitu: ingin lebih banyak mendapatkan penonton dan agar saat mempromosikan produk penonton lebih tertarik dengan produknya.

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 the beauty vloggers 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 and English used by beauty vloggers in their videos. Moreover, the data were collected by observing the beauty vloggers' video and interviewing the selected beauty vloggers 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 the beauty vloggers was Intra-sentential code-mixing with the total number of 122 items (59%). Meanwhile, the predominant reason underlying the use of code-mixing by beauty vloggers 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 audiences and so that when promoting a product, the audience is more interested in the product.

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

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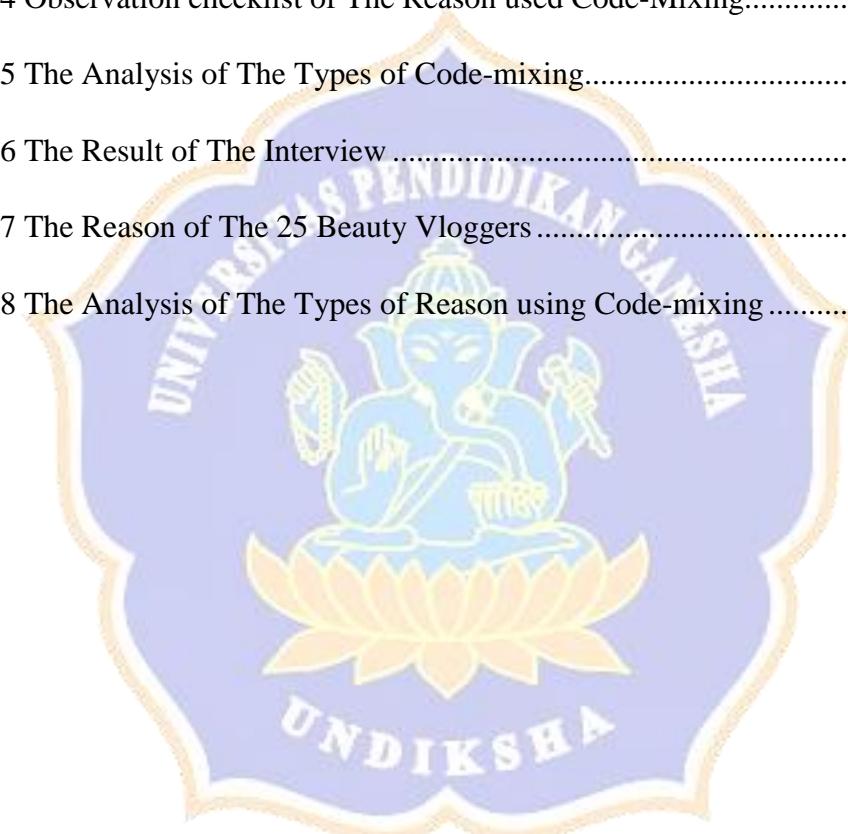
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