

**CODE MIXING AND CODE SWITCHING IN MAUDY AYUNDA'S VIDEO  
YOUTUBE CHANNEL**

**AN UNDERGRADUATE THESIS**



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**2024**



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**Submitted as partial fulfillment of The Requirements for the Bachelor  
Degree at English Education Study Program**

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**2024**

## ABSTRACT

**Rosana, Riska** 2022. *Code Mixing and Code Switching In Maudy Ayunda's Video Youtube Channel*. An Undergraduate thesis English Education Study Program, Teacher Training and Education Faculty. Muhammadiyah University of Metro  
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**Keywords :** *Code Mixing, Code Switching, Video, Youtube*

Code mixing and code switching usually occur in a communication process. Many people in the world use two or more languages in their daily lives. This phenomenon has become a trend or language style that is often used by content creators. The aim of this research are to find out the types and functions of code-mixing and code-switching in Maudy Ayunda Video. This research uses a qualitative descriptive method whose data source is from Maudy Ayunda's video on her YouTube channel with the title How to Communicate Effectively in the Workplace and How I Manage Stress. The object of this research is Maudy Ayunda's speaking in the video YouTube Channel. The instruments in this research are researcher, documentation and tabulation.

The results of this research are found three types of code mixing such as 66 insertions, 9 alternations and 1 congruent lexicalization. The types of code switching comprise two types, namely 12 inter-sententials switching and 28 intra-sententials switching. The functions of code mixing comprise six functions such as 1 quotation, 2 addressee specifications, 4 interjections, 43 message qualifications, 12 personalizations and objectivizations, and 40 facility expressions. The functions of code switching comprise six functions such as 2 quotations, 1 addressee specification, 1 interjection, 27 message qualifications, 8 personalizations and objectivizations, and 13 facility expressions. Based on the results of the research, it can be concluded that the results of this study are the existence of code mixing and code switching of Indonesian with English utterance on Maudy Ayunda video Youtube channel. The researcher suggests that the teachers, students, and next researcher to enrich their knowledge about code mixing and code switching.

## RECOMMENDATION

An undergraduate thesis is arranged by Riska Rosana has been revised and recommended for examination.

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## **MOTTO**

**“Coba aja dulu urusan hasil mah belakangan, we never know”**

**“Prosesnya mungkin gak mudah tapi endingnya bikin gak berhenti bilang Alhamdulillah”**

**“Bukan kesulitan yang membuat kita takut, tapi sering ketakutanlah yang membuat jadi sulit. Jadi jangan mudah menyerah”**

**(Joko Widodo)**

**“Selalu libatkan Allah dalam hal apapun”**

## **DEDICATION**

In the name of affection, the researcher will dedicate this undergraduate thesis to:

1. Allah Subhanahu wata'ala, the Lord of the universe and Prophet Muhammad shallallahu alaihi wasalan, so that the researcher can accomplish this undergraduate thesis with His bless.
2. The researcher's parents who always support and give motivation to always keep moving for finishing this undergraduate thesis.
3. All the lecturers of PBI UM Metro, Mr Bambang, Mam Palupi, Mam Eva, Mr Amir, Mr Syaifudin, Mr Refai, Mam Aulia, Mam Fenny, Mr Dowo, Mr Sudirman, Mr Dedi, and Mr Baihaqi who have given the researcher a lot of materials, experiences, motivations, inspirations, advices, suggestions and examples on how to be a good teacher.
4. The researcher's siblings, they are Alfi Nur Laila, Alfan Ibnu Faqih, Ahmad Fadilah, and Alfian Effendy who always entertain the researcher. Thank you for giving me support and encouragement.
5. The researcher's best friends mazidah, nafisa, anggung and desma thank you for accompanying the researcher's during the lecture and research period. Thank you for being a friend who always strengthens and advises.
6. The Greatest campus, Muhammadiyah University of Metro where the researcher is studying and growing to be a better person.
7. Last but not least, for the researcher's, Riska Rosana. Thank you for surviving and fighting until now for the many hopes and dreams that must be realized. Thank you for all the confidence that every good intention and good hope will always be given ease. Thank you Riska, you are great, always be happy wherever you are.



## ACKNOWLEDGEMENT

Assalamualaikum Warahmatullahi Wabarakatuh.

Alhamdulillahirobbil'alamin, highest praise to Allah subhanahu wata'ala for move, opportunity, health, to complete this undergraduate thesis entitled "Code Mixing And Code Switching In Maudy Ayunda's Video Youtube Channel". Never forget peace and blessing for the greatest prophet Muhammad SAW who has brought us from the darkness to the light era. This thesis is submitted as the partial requirement in accomplishing an undergraduate degree at the English Education Study Program of Teacher Training and Education Faculty, Muhammadiyah University of Metro.

Many people provided motivation, advice, and support for the researcher to accomplish this research. The first, Dr. Nyoto Suseno, M.Si as the rector of Muhammadiyah University of Metro, Dr. Arif Rahman Aththibby, M.Pd.Si, as the dean of Teacher Training and Education Faculty, and Fitri Palupi K., M.Pd.Bi as the head of undergraduate English Education Study Program. This undergraduate thesis would not have been possible to finish without much help, guidance, support and advice from the wise and patient Fitri Palupi K., M.Pd.Bi as first advisor, and Amiruddin Latif, M.Pd as second advisor. They have always given their time to help me finishing this undergraduate thesis by giving motivation, guidance, suggestion, and correction to a researcher.

However, the Researcher realizes that this undergraduate thesis has limitation in certain way and this undergraduate thesis is far from being perfect. Thus, critique, comment, and suggestion, are expected to arrange paper better in the forthcoming. Hopefully, this undergraduate thesis can be useful and can give the beneficial for the readers who want to get information about code mixing and code switching.

Wassalamualaikum Warahmatullahi Wabarakatuh.

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# CHAPTER I

## INTRODUCTION

### A. Research Background

Speaking as a linguistic skill, is essential for human communication. The ability to speak fluently and effectively allows individuals to convey ideas, emotions, and information clearly to others. Speaking proficiency, acquired through language learning, enables one to engage in conversations, debates and other social interactions. According to Namaziandost and Nasri (2019) Speaking is a key used between people to communicate in the social context. When we speak, we not only convey information but also express identity, social relationships and cultural context. In multilingual situations, code mixing and code switching become important tools to navigate and enrich communication.

A person who habitually uses code-mixing and code-switching consciously or unconsciously, combining language elements from two or more languages in everyday conversation, has the potential to improve communication, enable more precise expression in a given context, and reflect a complex linguistic identity. According to Alshihry (2023) Code-mixing and code-switching are highlighted as sociolinguistically significant for their roles in identity formation, cultural preservation, and efficient communication in multilingual contexts. The ability to switch between different languages (code switching) is also an important component of effective speaking proficiency, especially in multilingual communities where switching between languages becomes a socially accepted norm.

Code switching and code mixing are two phenomena that occur in individuals who use a non-native language in a native language context. Code switching occurs when individuals replace a language they use with another language they know. Heller stated in Srinawati et al., (2020) Code switching is used to refer to the choice to alternate between two or more code switch in the same sentence or conversation, or the use speakers make of more than one language in the course of a single episode. While code mixing occurs when individuals mix the language they use with words, phrases, or sentences in another language (Rosmiaty et al., 2020). Code switching and code mixing can occur in various situations and contexts. For example, when individuals talk to others who speak a different language, or when individuals use a language that is



more familiar to them. This can happen due to various factors, such as the importance of communication, the desire to combine languages, and the need to communicate with others.

Code mixing and code switching are phenomenon that occur when someone uses two or more languages or different language codes in their conversation or communication. Code mixing is when speakers use both languages together as long as they change from one language to another in one utterance (Nurhamdah, 2020). Code switching occurs when two or more language varieties are employed in a speech community (Fauzana et al., 2022). This generally occurs when speakers have good fluency or knowledge of more than one language. Code mixing and code switching can be found in many countries where there are many languages or in communities that consist of individuals with different cultural backgrounds. The phenomenon of code mixing and code switching has become an inseparable part of everyday life in various regions around the world.

Code mixing and code switching can occur due to limited vocabulary in one language or lack of exact equivalent words in the target language. In this situation, speakers may switch between languages to express certain ideas or concepts that cannot be properly expressed in one language alone. Dewi stated in Saputra (2023) code mixing occurs when speakers unintentionally incorporate elements from other languages while using a specific language. According to Saputra (2023) Code-switching can occur both consciously, as a result of individuals' proficiency in multiple languages, and unconsciously, as a way to reiterate something previously stated. Therefore, code-mixing and code-switching can occur consciously and unconsciously or due to the influence of the surrounding environment, including the influence of media, music, or films that use a mixture of languages.

Code mixing and code switching are becoming more frequent on digital platforms such as social media, text chat, and instant messaging as a result of globalization and technological advancements. This could be due to the influence of global popular culture, easy access to several languages via the internet, or the desire to engage with people from various cultural backgrounds. The world of social media is expanding and strengthening as content attracts a high level of engagement among people into trends where they can share, produce, and alter information. Youtubers, also known as content creators, share

videos and are expected to be creative in their content creation. Content creators must clarify their topic and communicate it well.

An interesting phenomenon happened to Maudy Ayunda. Maudy Ayunda is an Indonesian actress, YouTubers, model, activist, writer and singer-songwriter. In his utterances, she uses terms belonging to a linguistic phenomenon called code mixing and code switching. As an individual with international experience and fluency in English, Maudy Ayunda uses code mixing and code switching as a way to communicate her thoughts and life experiences to her audience in a more diverse and inclusive way. By using code mixing and code switching in her content, Maudy Ayunda can provide an opportunity for audiences who are learning English to practice and improve their understanding through the content she shares. Code mixing and code switching also allows Maudy Ayunda to better convey more complex and specific ideas. Sometimes there are concepts, phrases or terms that are difficult or inappropriate to translate into Indonesian, and using English can be a more appropriate solution. By using code mixing and code switching, Maudy Ayunda can express herself more freely and accurately, and convey messages more clearly to her audience.

The researcher found several types and functions of code mixing and code switching in Maudy Ayunda's videos. Sometimes Maudy Ayunda uses Indonesian mixed with English in her videos. To provide an explanation, the researcher presents examples of code mixing and code switching as follows:

*aku tuh harus bisa membaca sinyal diri sendiri jadi semacam self awareness atau kesadaran diri sebisa mungkin.* The sentence is included in code mixing. In the sentence, most of it uses Indonesian, but there is the word *self awareness* which is an English term. Thus, the mixture of Indonesian and English in one sentence shows code mixing.

*Hello good morning here we are with another episode of Maudy's thoughts. Hari ini aku mau ngebahas sesuatu yang aku juga personally merasa relevan banget buat aku and it's stress management.* The sentence is included in code switching. Code switching is the change between two or more languages in the same conversation. In the sentence, *Hello good morning* is in English, while *Hari ini aku mau ngebahas sesuatu* and *Aku juga personally merasa relevan banget buat aku* are in Indonesian. This shows the transition between English and Indonesian in one sentence.

This research attempts to find the phenomenon of language mixing and switching used by Maudy Ayunda utterances based on her YouTube video channel. The scope of this research is to analyze the types and function of code mixing and code switching in Maudy Ayunda YouTube channel. The limitation of this research is the limited number of videos or data, which in this case, researcher has only used two videos from Maudy Ayunda YouTube channel.

## **B. Research Focus**

To avoid misinterpretation of the problem, the researcher wants to limit the scope of the research. The researcher will analyze the Code Mixing and Code Switching of Maudy Ayunda YouTube channel.

## **C. Research Questions**

The problems discussed in this study are formulated through the following questions:

1. What are the types of code - mixing utilized by Maudy Ayunda in the video Maudy Ayunda YouTube channel?
2. What are the types of code - switching utilized by Mudy Ayunda in the video Maudy Ayunda YouTube channel?
3. What are the functions of code mixing and code switching utilized by Maudy Ayunda in the video Maudy Ayunda YouTube channel?

## **D. Research Objective**

The objectives within this analysis are based on the problems, they are :

1. To describe the types of code mixing utilized by Maudy Ayunda in the video Maudy Ayunda YouTube channel.
2. To describe the types of Code Switching utilized by Maudy Ayunda in the video Maudy Ayunda YouTube channel.
3. To identify the functions of code mixing and code switching utilized by Maudy Ayunda in the video Maudy Ayunda YouTube channel.

## **E. Research Benefits**

1. Theoretical benefits

This research is important for readers to learn more about code mixing and code switching, and theoretically, this research can be an extra reference for further research.

## 2. Practical Benefits

The results of this study will broaden the researcher's knowledge of code mixing and code switching, and provide inspiration for other researchers who wish to expand on similar research in the future.