

ABSTRACT

Islamia, Hikmatul. 2024. *Analysis Of Code Mixing Used By Cinta Laura “Tanggapan Cinta Laura Kalo Di Tawarin Masuk Partai Politik” At Metro Tv Youtube Channel.* Thesis, English language department. Faculty of Letters and Philosophy, Panca Marga University. The advisor are (1) Hosnol Wafa, S.S., M.Hum. and (2) Adi Sutrisno, S.S., M.Hum.

This study found the phenomenon of code mixing in Cinta Laura's conversation interaction in one of the TV stations uploaded to Metro TV's YouTube channel. The phenomenon of code mixing not only occurs in direct interactions but also often occurs in communication on social media. This occurs because the dynamics of language continue to change in the social and technological context, so it is very common for communication to occur on social media such as Instagram, WhatsApp, TikTok, and YouTube. YouTube is a tool for communicating with many people, and it significantly impacts users, whether positive or negative. This research aims to describe the forms of types of code mixing in the cinta Laura's conversations. The method used is descriptive-qualitative, with data collection techniques through observation and recording. The data source consists of all conversations spoken by Cinta Laura. Data was analyzed from one video that was 42 minutes and 34 seconds long, resulting in 97 pieces where code mixing occurred. The results of the analysis show that there are 80 data found to be intra-sentential code-mixing, There are 7 data Intra lexical, There are 6 data Involving Change of Pronunciation And the combination of two types of code mixing between intra-sentential and intra-lexical only has 4 data.

Key Words: Sociolinguistic, Code mixing, YouTube, Cinta Laura