

The Use of Indonesian-English Code Mixing in One of Molita Lin's YouTube Video as Beauty Vlogger

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ABSTRACT

The occurrence of code mixing phenomenon was inevitable, especially in the bilingual society such as Indonesia, where the speakers communicate in other (foreign) languages besides their national or local languages. There is no exception to Molita Lin, an Indonesian beauty vlogger who produces and uploads videos about beauty-related topics, such as cosmetics, skincare products, body care routines, and make-up tutorials to the YouTube platform. Since she has the ability to speak in English, Molita Lin significantly uses English terms while explaining something in her videos. Therefore, this study aimed to provide an important opportunity to advance the understanding the types of code mixing as well as the reasons of the occurrences of code mixing in one of Molita Lin's YouTube video entitled "SKINCARE UNTUK PEMULA ANTI RIBET | Day & Night" by using a documentation method as the method of data collection. and then the data were analyzed descriptively and qualitatively by applying theories proposed by Hoffman regarding types and the reasons of code mixing. As an outcome, this study concluded that in the Molita Lin's video transcribe, there are three types of code mixing, namely intra-sentential code mixing, intra-lexical code mixing, and a change of pronunciation. On the other hand, only four out of seven reasons of code mixing that can be observed, such as talking about certain topic, being emphatic about something, expressing group identity or solidarity, and repetition used for clarification.

Keywords: Code Mixing, Beauty, Sociolinguistics, Video, Vlogger, YouTube

BACKGROUND

Humans as social beings will certainly communicate in their daily lives. Either it is done with spoken or written form, people will communicate to transfer and acquire information with other members in the society. One of the essential parts of successful communication is language. Taking a statement from Sapir (1921: 7), language is the human's method of a verbal expression to deliver their ideas, feelings or emotion, and preferences that are produced by the organs of speech. Similarly, according to Keraf as in Rabiah (2012), language is a medium of communication between members of a society. With the ongoing influence of the internet and globalization, people are having the opportunity to interact with people from all across the globe, making bilingualism a widespread condition which has considerable impact on these people to learn and speak other languages. Furthermore, further study discovered that the majority of the world's population is bilingual.

Bilingualism generally refers to the capability of an individual speaker or a group of speakers to use more than one language. As stated by Bot (1992: 18), bilinguals are competent to switch from one into another language without much difficulty. This view is supported by most research articles, as in Ansaldo, et al. (2008) that showed more than 50% of the world population is considered as bilingual (see also Bot, 1992: 1). According to Yusrusyana as cited in Marzona (2017), bilingualism emerges due to a result of a variety of societal circumstances. The most visible component is immigration, which is influenced by politics, economy, religion, education, transmigration, and natural disasters. Therefore, there is a huge tendency of people with bilingual to employ a variety of linguistic (language) varieties. The examples of these language variations are code switching and mixing.

Wardhaugh (2006: 88) claims that code refers to any type of communication method between two or more individuals. While the employment of more than one language in a communication is referred to as code switching. Code switching might actually occur when a bilingual interacts with another bilingual in the same language and then there is a case where a third party with a different language enters a conversation between these two people. In order to communicate with this third party, they have to change the code as well as the situation and subject of the conversation (Holmes, 2013). Therefore, code switching may be as linguistic shifts that occur across words or sentence borders. Code mixing, on the other hand, is the utilization of two different languages from one language upon the other one by inserting the same clause, a single lexical item, or a single utterance without changing the context (Wardhaugh, 2006: 101). Muysken (2000: 2) argues that the phenomenon of code mixing cannot be attributed solely to the speakers' lack of vocabularies in a particular language or to any peculiar or unusual cultural influence. Even though during the conversation the speakers who are fluent in two codes might typically mix the languages, after all, code mixing is not constrained by the circumstances; it is a habit that everybody has.

The example of code mixing tends to occur in bilingual society such as Indonesia by inserting English terms. This is undeniably true especially considering English language is being prioritized by the Indonesian Ministry of Education and Culture to be the main foreign language that must be learnt especially by the students, therefore English is the most mastered international language by the Indonesians (Kementerian Pendidikan dan Kebudayaan, 2020). This is due to the English language has a large role that has been played in society, including in business, politics, education and the media (Crystal, 2003; Lauder 2008). The Indonesian particularly inserts words,

phrases, and clauses in the English language during a conversation or speech. This phenomenon is also recognized in the social media boundaries such as YouTube.

YouTube is a website or open platform for sharing video in which, according to online statistics in Oberlo, in 2020, will be the second most popular social media platform with 2.3 billion active users since it serves the latest issues, trends, and news across the globe through videos made by the YouTube creators. The example of YouTube creators is beauty vlogger. It is a term for people who create make-up tutorials, sharing skincare routines, and review products in the form of YouTube videos (Beauty Journal). One of the presently well-known beauty vloggers in Indonesia is Molita Lin, who is often called as Moli. Interestingly, Moli often inserts and mixes English words, phrases, or clauses while speaking Indonesian during her video. This study is motivated by the phenomenon of language varieties with reference to code mixing. Thus, Moli's YouTube video is appropriate to be the data of this study since code mixing was performed. Based on those reasons, the study objectives were to determine the types of code mixing which appear in Molita Lin's YouTube video as Beauty Vlogger and to find out the reasons of the usage of code mixing in Molita Lin's YouTube video. Since there are so many varieties of languages, this study may give a further understanding for the readers by providing the different types and reasons for the employment of code mixing in Molita Lin's YouTube video. Therefore, the readers' linguistic awareness will be enhanced. Furthermore, it will assist anyone who wishes to investigate code mixing, especially that found in Indonesian beauty vlogger YouTube video.

Several studies on code mixing have been conducted by various writers. In a previous descriptive qualitative study, Sukrisna (2019) examined the phenomenon of code mixing that occurred in the YouTube video of a famous YouTuber in Indonesia, Atta Halilintar. As a nutshell, the goals of this study were to discover the different types and levels of code mixing. The data as many as 34 were collected by using documentation methods and then analyzed using theory proposed by Hoffman and Suwito, with human research as the main instrument. As a result, the dominating type of code mixing was intra-sentential. While the dominating level of code mixing was word level, and the smallest number of code mixing's level was word repetition and idiom. This study provided a complete and brief explanation of the data to be understood. However, there were percentage figures on data exposure that should not be the part of qualitative research. The second study was done by Rinakit (2012) in which she examined the types of code mixing and the possible reasons for the use of code mixing used by Indonesian Twitter's users as found on their tweets in qualitative research. Another related study was conducted by Marzona (2017). The purpose of this qualitative study was to investigate the form and function of code mixing in advertising obtained in GADIS. Marzona (2017) used Khan's form of code mixing and Nababan's function of code mixing theories to solve the study questions. Based on the analysis, there were three types of code mixing. They were starting from the level of words up to sentences found in the center of advertisement. In addition, Marzona found three functions of the use of code mixing, such as, informing, greeting and rejecting. This current study is identical to the previous three studies for many reasons. For the starting point, it is due to the topic. The earlier studies all had the same objective in mind: code mixing. The occurrence of code mixing would also be investigated in this study. Second, that is because of the language where the previous three studies investigate the phenomenon of code mixing in Indonesian-English languages. The review in this study will also concentrate on the Indonesian-English

code mixing in Molita Lin's favoured YouTube video. The differences of present study to the previous study are on the theories that were applied and on the object. Even though Sukrisna used a YouTube video as the object, this present study used a beauty vlogger's video.

RESEARCH METHODS

Current study was conducted by using descriptive-qualitative method since the data were obtained through people's behavior while speaking and then the data primarily presented in the form of words (Muhammad 2014: 30). Sugiyono (2010: 9) believes that qualitative research is one in which the researcher serves as a primary resource. In other words, qualitative research is emphasized through the degree of information obtained by the researcher. The more in-depth and careful information obtained, the better the level of work will be performed. The data is taken from Molita Lin's YouTube video entitled *SKINCARE UNTUK PEMULA ANTI RIBET | Day & Night* with 9:23 minutes length. This study used the documentation and note-taking method in collecting the data.

As the first movement, the video was downloaded from YouTube and then it was transcribed from the speech into written form. Second, examining the utterances in written form. Finally, the utterances were classified according to the types and reasons of code mixing by using theories proposed by Hoffman (1991). Hoffman (1991) distinguishes three forms of code mixing. The first is intra-sentential code mixing, followed by intra-lexical code mixing, and last by a change in pronunciation. Hoffman (1991), on the other hand, claims that there are seven probable reasons for code mixing, which are described as follows. First reason might be talking about a certain topic. Second, to quote someone else. Third, being empathic or passionate about something. Fourth, internal responses shown by the speakers or interjection. The fifth reason can be repetition used for clarification. Sixth, expressing group identity and solidarity. Finally and most markedly, defining the topic of the communication for the interlocutor. In addition, formal and informal methods were utilized to present the result of analysis. In the formal method, each data was presented in the form of a table, while in the informal method, the data was presented by words and explanation.

DISCUSSIONS

This section covers the findings of the study, which were separated into two parts: the forms of code mixing based on Hoffman's (1991) theory, and then a discussion of the reasons for code mixing based on Hoffman's theory as well.

A. Types of Code Mixing

The first type is the *Intra-sentential code mixing*. During the ongoing study, this type appeared in a variety of forms. In other words, this type includes nouns, verbs, and adjectives, as well as phrases such as noun phrases and adverbial phrases. This study has discovered other types of word formation, such as acronyms and compound nouns. Some of the results are displayed below.

Table 1. Intra-sentential in Molita Lin's Video Transcribe

Timestamps	Data	Types of Code Mixing
0:01	<i>Hari ini aku akan bikin video rekomendasi skincare untuk pemula, alias basic skincare for beginner.</i>	Word
0:22	<i>Dan untuk basic skincare hari ini, bener-bener basic banget.</i>	
0:32	<i>Dan untuk night time skincare, tiga sama tambah satu produk, jadi cuma empat.</i>	
1:43	<i>Pokoknya kalau kalian pakai toner ini tuh kemungkinan kecil akan breakout.</i>	
2:16	<i>Kalau kalian follow aku lama, kalian pasti kalau untuk moisturizing toner, aku selalu semprot di tangan.</i>	
	OK so, that is all for morning skincare.	Phrase
1:33	<i>Terus yang terakhir, ini tuh cocok untuk kulit kalian yang acne prone and sensitive skin.</i>	
5:27	<i>Aku udah pakai for the last one month.</i>	
0:20	<i>Hello, this is my bare face.</i>	Sentence
6:00	<i>OK so, that is all for morning skincare.</i>	

The first identified form is noun. A noun is a term that describes a person, location, object, quality, or action (Oxford University Press). The presented data of the noun is “skincare”. Citing from Cambridge University Press, skincare is “*things that you do and use to keep your skin healthy and attractive*”. Compound noun also found in the data. Crystal (2008, 96) states that a compound noun is made up of two or more free morphemes, such as in “breakout” and “night time skincare”. “Breakout” means “*an eruption or inflammation of the skin*” (Merriam-Webster), and because “skincare” is the head and “night time” is the modifier, “night time skincare” is considered as an endocentric compound noun. Aside from nouns, several verbs are found in the data and “follow” as one of them. In Indonesia, “follow” means “mengikuti”. However, Molita used English code instead of Indonesian. In addition, the adjective “basic” also occurred in the data. “Basic” meaning is an essential starting point or foundation (Merriam-Webster). Another word formation in this study is acronyms. The example is “OK”. “OK” was derived from the misspelling of ‘all correct’ into the ‘orl correct’ which was current in the US in the 1830s (Lexico.com).

There were other phrases that are found in the intra-sentential as well. The first kind is a noun phrase. According to Grammar Monster, a noun phrase is a combination of two or more words headed by a noun and includes modifiers, as presented in the data “acne prone and sensitive skin”. The head of the phrase is “skin” and the modifier is the adjective “sensitive”. The function of “sensitive” as a pre-modifier because it occurred before the head noun. Next, the adverbial phrase of time is also found in the data as in “for the last one month”. The phrase occurred in the format of prepositional phrase which is headed by a preposition “for” and followed by the noun phrase “the last one month”.

The results also revealed intra-sentential code mixing at the sentence boundaries. A sentence is an ideal collection of words with minimal S + V patterns. First to be discussed is “this is my bare face”. “This” is a demonstrative pronoun, which took the place of another noun and functioned as subject, “is” as the linking verb, and “my bare face” as the object. Next, the sentence “that is all for morning skincare” can be

described as follows. “That” stands for demonstrative pronoun, “is” as linking verb, “all” function as the object, and “for morning skin skincare” is the adverb.

Table 2. Intra-lexical in Molita Lin’s Video Transcribe

Timestamps	Data	Types of Code Mixing
0:26	<i>Dan aku yakin kalian pemula pasti bisa ikuti karena untuk morning-nya cuma ada 3 step.</i>	Suffix
2:08	<i>Ini tuh packaging-nya pump.</i>	
3:04	<i>Tutupnya kayak gini, pas kalian buka dia kayak ada applicator-nya.</i>	
4:52	<i>Dan yupp, langsung aja di-apply.</i>	Prefix

The second type is intra-lexical which happens in someone’s utterance as affixation during his or her utterance. The affixation is categorized into two parts: prefix and suffix. Based on the data, there are two Indonesian affixation, there are *{di-}*, and *{-nya}* as presented on the table above. The first three data are contained suffix *{-nya}*, however the functions are different. Suffix *{-nya}* that attach to the noun “morning” which occurred as adverb of time in the sentence when it is translated into English “And I am sure that beginners can follow it, because *for the morning*, there are only 3 steps”. Therefore, suffix *{-nya}* has the same function as “for” as preposition and it indicates period of time. The next suffix *{-nya}* as in “packagingnya” and “applicatornya” has the function as definite article “the”. According to Djenar (2003: 136), the suffix *{-nya}* might allude to anything that is already known or recognized from context. Therefore, “packagingnya” and “applicatornya” can be translated into “the packaging” and “the applicator”.

Next, this study found the occurrence of prefixes *{di-}*. It is usually functioned as a passive voice and attached to the verb as in the “di-apply”. “*Dan yupp, langsung aja di-apply*” can be translated into “And yupp, just apply (it)”. Sneddon *et al* (2010) as cited in Handayani (2019), states that third person such as “*dia*” or “*mereka*” can be considered as the agent of passive voice. In addition, while presenting the passive voice, the agent can also be omitted. Based on that explanation, the agents in this data are not mentioned precisely what and so does the subject. However, this sentence is still understood by Indonesians.

Table 3. Involving a Change of Pronunciation in Molita Lin’s Video Transcribe

Timestamps	Data	Types of Code Mixing
0:39	<i>Dan aku mau rekomen kalian ini.</i>	Involving a Change of Pronunciation
1:23	<i>Jadi kalau punya kulit sensitif, no worries!</i>	
1:39	<i>Karena dia tipe super gentle deh!</i>	
2:44	<i>Makanya aku rekomen banget produk ini sebagai basic skincare</i>	
5:42	<i>Kalau Ceramic Skin Saviour ini memang lagi viral banget!</i>	

According to the study’s data, as shown in the table above, there are multiple occurrences of Indonesian-English code mixing in the following type, which involves *a change or shift in pronunciation*. The first data is “*rekomen*”. This word should be

spelled “recommend” in English. The pronunciation of this word change from /rɛkə'mend/ into /rɛkə:mən/ in which Molita Lin pronounced the vowel /ə/ becomes /ɔ:/. The second word is “*sensitif*” which derived from the word “sensitive”. The pronunciation is almost the same as the English, but there is a slightly different in pronouncing the /ɪ/ sound where Indonesian pronounce it with /i:/. Next is “*tipe*”. This word should be managed to spell “type” and it should be pronounced /taɪp/ in English. However, in Indonesian pronunciation, it is read as /tipə/. Another changing pronunciation occurred in the word “product” that became “*produk*” in Indonesian. The pronunciation of this word change from /'prɒdʌkt/ into /'prɒ:duk/. All examples above include the change of phonological structure, while the word “viral” as the last data in the table did not include the change of phonological structure. The pronunciation of this word change from /'vaɪərəl/ into /'vi:rʌl/.

B. Reasons of Code Mixing

This current study found four reasons out of seven from the data which are presented in the table as follows:

Table 4. The Reasons of Code Mixing

Timestamps	Data	Reason of Code Mixing
0:36	<i>Nah, pagi-pagi setelah cuci wajah, hal pertama yang harus kalian pakai adalah toner.</i>	Talking about certain topic
	<i>Jadi kalau punya kulit sensitif, no worries!</i>	Being emphatic about something
7:07	<i>Jadi keduanya ini kayak perfect combination, partner in crime, temen baik, sahabat, twins, eh ngga twins!</i>	Repetition used for clarification
0:00	<i>Hi guys!</i>	Expressing group identity or solidarity

The first reason for code mixing that could be revealed from Molita Lin’s YouTube video is *talking about a certain topic*. As shown in the data, Molita used “toner”. According to Allen (2021), toners are skincare products that have the consistency of water. In Indonesian, “toner” is “*penyegar*” or “freshener”. “*Penyegar*” refers to anything (something) refreshing, where the term seems to appear broad (general) in meaning and is capable of referring to any object (which can give a feeling of freshness). Therefore the term “toner” was chosen to exclude other possible objects and to convey the impression that the thing in concern is a toner that is part of a skincare product. Instead of using “*penyegar*” which was unfamiliar and in order to explain specific type of freshener, Molita used “toner” to easily communicate with audiences without fear of being misunderstood and to prevent confusion.

The second reason is *being emphatic about something* as in “jadi kalau punya kulit sensitif, **no worries!**” which translated into “So if you have sensitive skin, **no worries!**” Here, Molita expressed her emphatic feeling to the audiences especially with sensitive skins to not be worried because the product is safe for them.

Third, repetition used for clarification. As shown in the data, Molita said that the product combination is “twins”. Twin meanings are made up of two similar (Merriam-Webster). However the products are different, so that Molita repeats her utterance by saying “*eh ngga twins*” or it can be translated into “Ups, (they are) not twins”.

Fourth, expressing group identity or solidarity. Here, the speaker, who is Moli, attempted to show her solidarity and identity to other audiences. According to the data above, Molita used the term “guys” that refers to the plural or a group’s participants regardless of gender. This expression is usually used in a casual setting within well-known communities such as friends or family Handayani (2019). The reason why Molita used this expression was because she wanted to be close to her audiences.

CONCLUSION

This section presented the final results of the many types of code mixing that appear in Molita Lin’s video transcribed as a beauty vlogger, as well as the reasons for employing code mixing. As a result, this study found 151 utterances in total and concluded that there are three types of code mixing. The first type is intra-sentential code mixing as much as 57 cases. The second type is intra-lexical code mixing as much as 8 cases and there are 15 cases involving a change of pronunciation. Therefore, there are 80 cases that contain the types of code-mixing in Molita Lin’s video transcribe. In addition, only four out of seven reasons of code mixing proposed by Hoffman (1991) can be observed in this study. There are talking about certain topics, being emphatic about something, repetition used for clarification, and expressing group identity or solidarity.

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