

Code Mixing on Livjunkie's YouTube Content: A Socio-linguistic Analysis

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Abstract

Purpose: This study was conducted to analyse the use of code-mixing in Livjunkie's YouTube content focusing on the types of code-mixing and the factors underlying their use.

Methodology: Under the umbrella of qualitative research, the data are the utterances of Livjunkie, a popular Indonesian beauty vlogger, which contain code-mixing collected using documentation. The data are then analysed referring to Muysken (2000) for the types of code mixing and Holmes (2017) for the factors influencing code mixing.

Results: The study revealed that insertion was the most common type of code mixing (61.8%), followed by congruent lexicalization (21.8%) and alternation (12.7%). Furthermore, three main factors influencing code-mixing were identified i.e. recipient identity (53.33%), social relationship (28.57%), and topic change (35.71%).

Applications/Originality/Value: The frequent use of code-mixing highlights the informal and engaging nature of Livjunkie's content, which aims to connect more personally with its diverse audience. This research contributes to understanding the role of code-mixing in digital content and offers insights into how multilingual creators like Livjunkie effectively use the strategy to increase audience engagement and cultural representation while navigating global and local language dynamics.

Introduction Section

People exchange information in communication in the forms of various codes to express meaning. With the existence of various phenomena from sociolinguistics, one of which is code mixing. According to Wardhaugh (1990: 104) in Wiyanto et al (2021 : 77) code mixing is a phenomenon related to the word or expressions from the use of one language in a group of words whose structure is owned by another different language. The occurrence of language shift is primarily driven by bilingualism or multilingualism, as individuals who speak multiple languages may gradually favor one language over another due to social, economic, or cultural pressures.

In daily life communication, it is common to observe a mixing of two languages, either directly or indirectly, as speakers navigate between them. Known as code mixing, occurs for various reasons, including the desire to express a concept more accurately, align with social or cultural identity, accommodate different audiences, or emphasize a particular point. Code mixing is arise when speakers combine two or more languages in one utterance and elements of other languages into one utterance, so this is in line with opinion (Solekhudin et al., 2022) in (Trisdasari et al., 2022).

The phenomena of code mixing in social media, particularly YouTube, is interesting to explore because YouTube is currently one of the platforms that has a very wide reach and along with the times, we can find many phenomena of the application of code mixing. Indonesian, local, and foreign languages are also very familiar nowadays, making Indonesian more bilingual and multilingual because they master numerous languages (Mabela et al., 2022, p.589). This phenomenon, is also evident in audiovisual platforms such as social media, streaming services, and video content, are influenced by the global nature of digital communication. Moreover, the use of code mixing YouTube will inform us about how the form of code mixing applied by YouTube creators either in the form of conversation or interaction with viewers. Code mixing can appear naturally when there is a topic of conversation that can support the emergence of this phenomenon. Besides, the condition of a multilingual can also lead to code mixing in conversation.

This research investigates expressive code mixing in YouTube content entitled "Swatch semua lip tint mother of pearl yang baru!! am to pm, mlbb dan gws". Youtube is selected as the site of the research since this creator focuses on publishing his content on the YouTube platform and she has a large following where this creator is well known for his multilingual use of language. As seen in the content of one of Indonesia's popular beauty vloggers, Livjunkie, who actively shares videos on the YouTube platform, code-mixing is a regular feature in her communication style. For examples ;

"And the fact dia lumayan transferproof ada transfernya sedikit tapi tidak terlalu tinggi which I love it about that". The example shows the mixing code between two different languages Indonesian and English. As seen in the words and

the fact, transferproof, transfer, which I love about that are the forms of mixing the two languages between Indonesian and English.

This research focuses on analyzing the types of code mixing found in Livjunkie's YouTube content use the theory of Muysken (2000), there are insertion, alternation, and congruent lexicalization and find out what are the factors causing code mixing in her video using the theory of Holmes (2022). However, for further research, this study can contribute in explore more content in different languages and cultures to find out the global patterns of code-mixing in digital spaces. Additionally, researchers can learn about audience engagement, platform algorithms, and content monetization while practicing language in online media, providing more information about the relationship between digital platforms and multilingualism.

Literature Review

Code Mixing in Sociolinguistics

In social life, language plays a vital role as a primary tool for communication between individuals. Within a society, language not only serves as a means of interaction but also acts as a unifying force and a reflection of each culture's unique identity. Sociolinguistics, in this context, explores the relationship between language and society, examining how social factors influence language use and how language, in turn, shapes social interactions and cultural expression. Sociolinguistics is the study of the social uses of language, and the most productive studies in the four decades of sociolinguistic research have emanated from determining the social evaluation of linguistic variants (Chambers, 2004: 3). Holmes (2017: 1) also showed that sociolinguistics is interested in explaining why we speak differently in different social contexts, and they are concerned with identifying the social functions of language and the ways it is used to convey social meaning.

This field of study not only helps to understand how different social groups use language in different ways, but also highlights broader issues such as power dynamics, identity formation, and cultural preservation through language. By analyzing variations in speech patterns, accents, and dialects, sociolinguists can uncover how deeply language is linked to social class, ethnicity, gender, and other social variables. In this context, the scope of sociolinguistics encompasses language variation as well as multilingual speech communities. Within these communities, sociolinguistics also examines the phenomenon of code-mixing, which refers to the blending of language codes in social interactions. In sociolinguistics that focuses on multilingualism, code-mixing is one of its areas of study. It refers to the process by which two or more languages are combined in a single conversation or interaction.

According to Rulyandi et al. (2014) code mixing is the use of two or more language variations in one utterance by incorporating language elements into other languages. In addition, the mixing of various types of language units such as sentences, clauses, phrases, words, and also morphemes is a reference for code mixing (Saputri & Salim, 2022), and the most important of which are the two language systems that participate in a sentence. This language mixing occurs naturally in multilingual communities as speakers switch between linguistic codes depending on the context, topic, or social setting. Code-mixing refers to the mixture between two different codes in a sentence that symbolizes the uncertainty upon which code should be used at best (Hudson, 1996, p.53). Correspondingly, Muysken (2006) define the types of code mixing into three, they are ;

1. Insertional, where can be described as a process of code mixing in the form of single words insertion or can also be said as borrowing.
For example : Saat lu pake ada efek-efek dinginnya and I guess itu memberikan kesan plumpy.
2. Alternational Code Mixing, it is a form of language mixing that arises in the form between phrases in clauses.
For example : This is the type of lipstick that you want okay because lipstick seperti ini pasti bakal mendapatkan apa ya.. mendapatkan apa yang lu bayar.
3. Congruent Lexicalization, The process by which two languages that have similar grammatical structures are used simultaneously, so that words or phrases from both languages can be mixed in one sentence.
For example : Gampang banget di-blend tipe- tipe warna seperti ini, diombre, beautiful.

From those phenomenas, code mixing arises with factors or reasons. According to Holmes (2022, p.44-45), code mixing arise because of some factors there are speaker or addressee identity, social relationships, status or formality differences, and topic changes.

Code Mixing in Social Media YouTube

Social media is a form of modern communication media that plays an increasingly important role in everyday life. With its ability to spread information quickly and widely, social media has become the main means for a group of individuals to communicate, share ideas, and build networks. In this context, the phenomenon of multilingualism, especially code mixing, emerges as a commonly used communication strategy. Social media users often combine different languages in their posts. As a digital platform with a global reach, YouTube offers an effective means of indirect communication through video. Content creators can convey ideas, information, and views to a wide audience, across geographical and cultural boundaries. In this context, YouTube also reflects linguistic and cultural diversity, with creators

often blending different languages to reach a larger audience. The platform not only facilitates the exchange of information, but also enriches global interactions by reflecting diverse identities, cultures, and ways of communication.

YouTube can be considered as a new space for language contact, and code-mixing is used by vloggers as an adaptation technique to meet the linguistic needs of a heterogeneous audience, often reflecting broader sociolinguistic dynamics. Further, code-mixing serves not only as a communication tool but also as a strategy to strengthen the vlogger's social and cultural identity. Additionally, code-mixing helps in building stronger interpersonal relationships between YouTube vloggers and their audiences.

There have been previous studies exploring code mixing in social media, particularly YouTube. Some of them are a study by Sinaga & Hutahaean (2020) analyzing code-switching used by Reza Arap on Deddy Corbuzier's YouTube channel, which found the dominant use of situational code-switching and metaphorical code-switching, and a study by Astri & Fian (2020) which found similar patterns, with intra-sentential mixing being the most dominant. Additionally, a study by Siahaan & Johan (2020) and Maheswara (2022) also noted intra-sentential mixing in digital content. A research by Sugih et al. (2021) investigated code mixing in #NebengBoy Vlog Opening on Boy William's YouTube Channel. Nurhayati (2021) identified intra-sentential and insertion as the most common forms, used to clarify multilingual communication. Khadijah and Sudarwati (2022) highlighted the role of diverse interlocutors in code-mixing. Lubis and Hendrawan (2022) showed that presenters' code-mixing is influenced by setting and vocabulary limitations. Another research by Permana & Laila (2023) analyzed code-mixing found in the Corbuzier podcast on YouTube. Dewi and Selviana (2024), studying code mixing in "The Importance of Love in Life" podcast on CXO Media Channel, found that insertion-type code-mixing is more frequent than code-switching.

Research Methods

Deploying qualitative approach, the data of this research are in the form of utterances containing code mixing, collected by documentation from one of Livjunkie's YouTube content entitled "Swatch semua lip tint mother of pearl yang baru!! am to pm, mlbb dan gws". The researcher also choose Livjunkie as the object of study because she is already known as one of the beauty vloggers who always mixes two languages between English and Indonesian in her content. The data are analysed to explore the types of code mixing using the theory of Muisyken (2000) and to explore the factor causes Livjunkie use code mixing in her YouTube video referring to the theory proposed by Holmes (2017). The steps of data analysis includes selecting the data by transcribing a whole video into text, classifying the code mixing based on the type of code mixing and the factors of their use and finally presenting the final results.

Findings and Discussion

Findings

Based on the data analysis, there are 110 data of code mixing in Livjunkie's YouTube content with detailed data as presented below:

Table 1. Types of Code Mixing

No	Types	Frequency	Percentage
1.	Insertion	68	61.8%
2.	Alternation	14	12.7%
3.	Congruent Lexicalization	24	21.8%

Based on the findings presented in the following table, the researcher used Muisyken's theory (2000) to find the types of code mixes found in Livjunkie's YouTube content where there are three types, namely insertion, alternation, and congruent lexicalization. The most dominant types of code mixing that appears on Livjunkie's YouTube content is insertion (61.8%). Then followed by congruent lexicalization (21.8%) and the smallest percentage of occurrence is alternation with only (12.7%). Insertion appears as the most dominant type of code mixing which means it is the type of code mixing most often used by Livjunkie. Here are the following examples as details of the data presentation above:

Insertion

- Ini rambut harus gua **retouch** ya, karena udah keliatan terlalu kuning **and I don't like that**.
In the sentence, the speaker inserts single words such as "retouch" and phrases such as "and I don't like that" so that the code mixing that arises is included in the insertion type, namely when the speaker borrows English to insert in his sentence and does not change the sentence structure.
- So, gua harap video ini membantu!

In the sentence, the insertion of the single word *so* and *video* is a form of insertional code mixing type because it only inserts a single word or phrase to form a clause or sentence without changing the structure of the language order.

3. Saat gua **swatch** ini di tangan ini tadi lu bisa lihat gua hapus lagi dia tetap stay di sini dan ini I can show you tidak akan hilang sampai nanti gua mandi malam.

Speakers insert single words such as “swatch” and “stay” as well as phrases of the form “I can show you” without changing the main sentence structure, the insertion of English words is also inserted naturally into the clause or sentence.

Alternation

1. **So its not glossy but its not really matte** dimana tidak membuat bibir lo kering tapi juga tidak bersinar dan cari perhatian.

In the utterance, the speaker switches from English to Indonesian where the switch occurs between clauses where between the two clauses the switch occurs regularly.

2. Jadi kalau misalnya lu keluar dan lu yakin lu enggak bakal makan sama sekali **I don’t think you need to touch up at all.**

In the utterance above, code mixing from Indonesian into English occurs regularly where the length of each clause is almost the same, therefore the utterance is categorized as a type of code mixing alternation.

3. Dia udah mulai agak-agak menghilang gitu, you **know what I mean.**

The same pattern as the two examples of code mixing alternation, which is mixing that occurs regularly in a clause where the code mixing pattern is like switching from one language to another.

Congruent Lexicalization

1. Maksud gua adalah gua bisa bilang video ini tuh **effort** karena gua nge-swatch semua warna lipstik ini oke.

The word “nge-swatch” in the sentence is congruent lexicalization because it combines the Indonesian element “nge-” with the English term “swatch” to describe the act of trying on colors. The use of this word still follows the structure of Indonesian and is more appropriate in the context of makeup, so it is preferred to be used because as a listener or speaker it will feel more connected in terms of the context being discussed, besides this it also does not change the grammatical order of the language.

2. Oke jadi sesuai dari namanya kalau misalnya bisa lihat dari apa cairan produk dan **packaging-nya** ini, **its tipe lip tint** yang secara tradisional ya **lip tint** biasa gitu loh.

The use of “packagingnya” in the sentence is included in congruent lexicalization because although the word is a mixture of English “packaging” and Indonesian “-nya”, both are used to describe the same thing, namely product packaging. In other words, speakers use terms that are known in both languages to explain similar concepts without any change in meaning.

3. Dibanding kalau kayak **lipstik** oh mungkin lebih cocok untuk **makeup-makeup natural.**

Although the word “makeup” is an English term, the addition of “-makeup” with “-makeup” in Indonesian refers to the same concept, which is a type of makeup. In this context, the term can be understood by speakers of both languages.

Table 2. Factors of Code Mixing

Factor	Frequency	Percentage
Addressee Identity	56	53.33%
Social Relationship	30	28.57%
Topic Changes	38	35.71%

Based on the findings of the factors of code mixing that have been presented in tabular form as above, researchers use the theory of Holmes and Wilson (2022, p.44-45) where there are four factors of code mixing namely addressee identity, social relationships, status or formality differences, and topic changes. Of the 110 data findings, the factor that appears the most is addressee identity with a percentage of 53.33%, followed by social relationships (28.57%), and there are topic changes (35.71%). There are 14 utterances where there are two factors at once. In this finding, the results show that there is no status or formality differences factor, while addressee identity became the most found in the utterances. The following is a detailed explanation of the code mixing factor data that has been found:

Addressee identity

1. **And the fact** dia lumayan **transferproof** ada **transfer-nya** sedikit tapi tidak ter-lalu tinggi **which I love it about that** dan ini penting banget untuk gua **mention back.**

Mixed languages make the speaker and the listener closer. It shows that they are bilingual and makes the atmosphere relaxed and fun. It also shows who the person is talking to and the situation they're in.

In the phenomenon of code-mixing, it makes the utterance sound as if the speaker and the listener sound closer. This shows that the existence of code mixing here makes the atmosphere of communication more relaxed and of course this also shows who the speaker is talking to and in what kind of situation.

2. Gue pengen bilang kalau dia salah satu video yang paling **effort** gua buat ya.
The utterance belongs to the addressee identity or participant factor because the speaker explicitly expresses concern and a sense of interconnectedness with the listener. With the utterance, the speaker shows that she wants to convey the value and importance of the video to the listener. This condition creates closeness and builds the speaker's identity in the context of social interaction so it can be said that the code mixing factor is addressee identity.
3. Lebih kayak oh **stays there** tidak kemana- mana gitu gak beleber kemana-mana.
The use of code mixing creates closeness between the speaker and the listener. The speaker adjusts his or her speaking style to make the listener feel involved, reflecting an intimate social relationship. In addition, the use of code mixing in the utterance makes it easier for listeners to accept or understand the context being discussed.

Social relationship

1. Jadi kalau lebih suka penampilan **lip tint** yang agak **soft** tidak terlalu mencolok dan mencuri perhatian, ini **silk tint** ini sih, **you can say it's more natural but not really**.
The use of code mixing in this utterance contains a social bond between the speaker and the listener, showing that they share the same knowledge and interests as shown from the phrase "you can say it's more natural but not really". The English code mix used not only serves to convey information, but also reinforces familiarity and a sense of community, making it a clear example of how social relationship factors play a role in the utterance.
2. **Im not sure about that name**, oke aku jujur aja ya.
This speech is influenced by social relationship factors as it creates a closer bond between speaker and listener. The use of code-mixing demonstrates honesty and social identity, which reinforces an interaction that seems to have a close relationship. This is a clear example of how language is used in a social context to build relationships and mutual understanding.
3. **Thank you so much for watching** gua harap video ini membantu.
Code mixing in this speech is influenced by social relationship factors because it creates a closer bond between the speaker and the audience. The use of code mixing in the utterance shows familiarity which reinforces familiar and friendly interactions. This helps build a stronger relationship between the speaker and the audience, showing that social relationship is a supporting factor for the emergence of code mixing in the utterance.

Topic changes

1. Gua juga pakai tiga gabungan dari **lip gloss, lip tint, dan juga silk tint-nya ya**.
Code mixing in the utterance above is influenced by the topic changes factor because there is a topic shift from general talk to a specific topic about beauty products. In this context, the use of English terms such as "lip gloss," "lip tint," and "silk tint" provides a more precise and specific explanation of the product in question. In addition, these foreign terms are also tailored to an audience that may be more familiar with them, helping to grab attention and create immediacy.
2. Warnanya macam-macam ada warna **nude, but** masalah terbesarnya adalah warna-warna **nude** atau enggak warna-warna **orange** atau enggak warna-warna yang biasanya berbeda dan enggak lu dapatkan di **lip tint** biasanya.
3. Dibanding kalau kayak **lip tint** oh mungkin lebih cocok untuk **makeup-makeup natural**.
The use of code mixing here shows that the speaker is discussing certain types of products. The speaker chooses to use the words "makeup" and "lip tint" because these two words are more acceptable to the listeners in an utterance because the topic of conversation in the utterance is on the discussion of beauty products which makes the topic changes here considered a factor in the code mixing that appears.

Based on the data presentation and detailed explanation above, from 110 code mixing data in utterances taken from Livjunkie's YouTube content, three types of code mixing were obtained according to theory of Musyken (2000), namely insertion which appeared 68 times with a percentage of 61.8%. This shows that the insertion type is the type most often used by speakers in speaking in their videos. Continued by the congruent lexicalization type which has a frequency of appearing 24 times with a percentage of 21.8%. Furthermore, the types of code mixing that appear in the data are the alternation type where this type appears a total of 14 times with a percentage of 12.7% which means that the appearance of this type of code mixing has the smallest number among the other two types.

In addition, from the 110 code-mixing data that have been analysed, three of the four factors were found that underlie the emergence of code-mixing based on the theory of Holmes and Wilson (2022), namely the addressee identity or recipient, social relationships, differences in status or formality, and changes in topic. The first factor is the identity of the recipient or can be understood as a participant which appears 56 times with a percentage of 53.33%. Followed by the social relationship factor with a total of 30 occurrences with a percentage of 28.57%,

and changes in topic with a total of 38 occurrences with a percentage of 35.71%. From the frequency and percentage data, the recipient identity factor appears the most in the code-mixing data and the social relationship factor has the smallest percentage. The status difference or formality factor is not found in the code-mixing data.

Discussion

In this study, the researcher has thoroughly analysed the use of code-mixing in Livjunkie YouTube content, focusing on how this linguistic phenomenon enhances the creator's unique communication style. Code-mixing, characterized by a seamless blend of languages, has become a signature of Livjunkie's speech, accepted by a wide audience and contributing to its popularity in the digital space. Through qualitative research methods, the researcher has carefully collected and examined data on code-mixing, aiming to uncover the underlying motivations and social implications of this practice in Livjunkie videos.

From the research conducted, the researcher found that by using Muysken's theory (2000), the researcher found three types of code mixing that appeared in the data, namely insertion, alternation, and congruent lexicalization with the largest percentage of occurrence is in the insertion type, namely the type of code mixing in the form of a single word or phrase insertion without changing the sentence structure. In addition, alternation is the type of code mixing that appears the least in the data presentation, namely the type of code mixing that appears in the form of regular language code mixing.

Four code mixing factors that have been analysed using the theory of Holmes and Wilson (2022). The results show that researchers found only three of the four factors of code mixing, namely addressee identity, social relationship, and changes topic. Three of the four factors that emerged were found that the emergence of the addressee identity factor which can be understood as a participant where this factor reflects the social relationship between the speaker and the listener, and shows social awareness and communication strategies used to build closeness or certain relationships has the highest percentage compared to changes topic where this factor can trigger the selection of different vocabulary, terms, or speaking styles to better suit the subject being discussed. The social relationship factor has the lowest percentage where in this factor the speaker adjusts the speaking style, vocabulary, and language code used based on their closeness, social status, or role in the interaction.

This study is different from previous studies. In this study, the researcher uses Muysken's (2000) theory to analyse the types of code mixing in Livjunkie's YouTube content and uses Holmes and Wilson's (2022) theory to analyse the factors causing code mixing in it. While previous studies, such as those conducted by Khadijah and Sudarwati (2022), Dewi and Selviana (2024), and Nurhayati (2021), have extensively explored the phenomenon of code mixing in various contexts, including YouTube content, these studies mainly focused on certain aspects such as the diversity of interlocutors, the frequency of insertion-type code mixing, and the identification of intra-sentence forms. However, this study did not comprehensively discuss the specific stylistic and contextual factors that influence code-mixing in creator content, such as Livjunkie's unique presentation style and audience engagement strategies. Furthermore, previous studies have mostly emphasized intra-sentence code-mixing, this study aims to comprehensively analyze the three types of code-mixing insertion, substitution, and congruent lexicalization as outlined by Muysken (2000). By applying theory of Holmes and Wilson (2022), this study will investigate not only the linguistic characteristics but also the underlying social factors that influence code-mixing in Livjunkie videos, providing a more nuanced understanding of how code-mixing operates in digital content creation. In this regard, this study aims to fill this gap by focusing on Livjunkie's YouTube content by analyzing the types of code-mixing, and the factors that influence the use of code-mixing.

Conclusion

This study investigates the types of code mixing by a beauty vlogger on her YouTube and the factors of the code-mixing use. The results showed that there are three types of code mixing found in Livjunkie's YouTube content, namely insertion, alternation, and congruent lexicalization. There are also three factors that influence the use of code mixing namely addressee identity, social relationships, and topic changes. Interestingly, factors regarding status differences and formality were not represented in the code-mixing data collected. This absence may imply that Livjunkie's content is characterized by a more informal and accessible style that allows for more relaxed and accessible interactions with its audience. Overall, these findings contribute to a deeper understanding of the linguistic strategies used by digital content creators and the communicative styles of digital creators on the platform.

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