

Code-Mixing Found in Scarlett Whitening Instagram Posts

Ni Made Mutiara Deca Sagitarini¹, I Gde Agoes Caskara Surya Putra²

^{1, 2} Mahasaraswati University Denpasar, Kota Denpasar, Bali
Email: muddeca11@gmail.com

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ABSTRACT

This study focused on the code-mixing phenomenon discovered in an Instagram post by Scarlett White. The Instagram post of Scarlett Whitening was recently featured as one of the most popular beauty products in Indonesia. This research seeks to determine the various types of code-mixing in Scarlett Whitening's Instagram posts, as well as the most prevalent types and the reasons why they are used. For the purpose of data analysis, a qualitative descriptive method was employed in this study. Analysis of the data revealed three types of Code-mixing: intrasentential mixing, intra-lexical mixing, and changes in pronunciation. Moreover, code-mixing occurs for three reasons: discussion of a particular subject, interjection, and the desire to clarify the speech content for the interlocutor.

Corresponding Author:

Ni Made Mutiara Deca Sagiatriani,

English Study Program, Faculty of Foreign Languages,

Universitas Mahasaraswati Denpasar

Jl. Kamboja No. 11A, Denpasar, Kec. Denpasar Utara, Kota Denpasar, Bali 80233.

Email: muddeca11@gmail.com

INTRODUCTION

The primary mode of human communication is language, which consists of structured and conventional words spoken, written, or gestured. Humans use language to communicate and exchange information; therefore, language is an essential component of social life. Tierney, (2002) defines a language as primarily a meaningful spoken language, which explains why written words are representations of spoken sounds. Sapir (1924) defines language is a fundamentally human and non-instinctive system of intentionally constructed symbols for communicating thoughts, feelings, and intentions. The central argument is that by convention, spoken and written language are not identical for everyone." According to Chomsky, (2002), language is a natural part of life, a component of the human mind that is physically represented in the brain and a component of the species' biological endowment. Thus according Saussure, language is a borderland between mind and sound, where idea and sound merge to facilitate communication. Concepts are communicated using sound-images from the speaker to the listener through spoken language. Language is the result of the speaker conveying signs to the listener. In communication, the relationship between society and language is complementary, and the discipline that studies this relationship is known as sociolinguistics.

Sociolinguistics is the descriptive study of the effects of any and all components of society, including cultural norms, expectations, and context, on the use of language, and the influence of language on society. Trudgill, (2000) states sociolinguistics, is that part of linguistics which is concerned with language as a social and cultural phenomenon. It investigates the field of language and society & has close connections with the social sciences, especially social psychology, anthropology, human geography and sociology.

Holmes (1994) stated that sociolinguistics is the study of language and society. It affects people in choosing the appropriate language to make communication with other people in the current context differently.

Nowadays, the vast majority of Indonesians can communicate in multiple languages. The concept for this phenomenon is bilingualism. Bilingualism happens when people are able to communicate in numerous languages, including Indonesian and other foreign or regional tongues. Consequently, when conversing with a person from a different city or country, they will switch to a language that the listener understands based on the circumstances and needs of the listener. According to Hamers and Blanc (2002), bilingualism is the ability to speak a second language while adhering to its concepts and structures, as opposed to paraphrasing one's native tongue. Depending on their location, individuals are able to communicate in a variety of languages. According to Adam (2003) as cited by (Ngurah, 2021) bilingualism is the practice of switching between different languages. In relation to speech community, Hamers and Blanc (1987: 45) as cited by Cakrawarti, 2011 define bilingualism as "the state of a linguistic community in which two languages are in contact, resulting in two codes being used in the same interaction and a number of individuals speaking both languages are multilingual". Code-mixing is the ability to communicate in multiple languages. Code mixing is prevalent in daily life in Indonesia, particularly in public communication. This phenomenon is visible on social media sites such as Instagram.

Instagram is a free mobile application for sharing photos and videos that is exclusively visual. Instagram's sole purpose is to enable users to share images and videos with their followers, in contrast to Facebook, which uses both text and images, and Twitter, which uses only text. Scarlett Whitening is one of the local brands that currently promote their products via the Instagram application. They frequently combine languages to facilitate comprehension and the attainment of company objectives. At schools, colleges, markets, and other public locations, one environmental phenomenon was present. This section will discuss related research that will be used to support and cite this study, as well as the study itself.

First related study from Rohmah (2019), in her study titled Code-Mixing Used in by The Family of Gen Halilintbar's Vlog, she recognized three types of code-mixing using 149 data points. Three types of lexicalization are insertion (667.8 percent), alternation (14.8 percent), and congruent lexicalization (17,4 percent). The outer code-mixing also comprised all of the data. In addition, the data revealed four reasons for code-mixing. These are their names: 1) demonstrating abilities (0.4%), 2) expressing limited (simple) words (30.2%), 3) introducing new cultures (2.7%), and 4) softening expressions (0.4%). (2.7 percent). (1 datum equals 0.7 percent). Rohmah's study examines the types of code-mixing using Muysken (2000) and Suwito's (1983) theory and for the purpose of code-mixing using Suwito's (1983) theory. This study examines the reasons for code-mixing using Suwito's (1983) theory. This study utilized Hoffman's (1991) theory to investigate the theory and causes of code-mixing.

Second study from Nikmah (2021) entitled Code Mixing in an Indonesia Novel Entitled Teman tapi Menikah, The purpose of this study is to explore the usage of English code mixing in Ayudia and Dito's novel *Teman Tapi Menikah*. It examines the field of language and society in relation to the social sciences, particularly social psychology, anthropology, human geography, and sociology. Consequently, language is not homogeneous, neither for the individual user nor among or between groups of speakers of the same language. Based on the findings, the first section focuses on the language changes found in the Indonesian novel titled *Teman Tapi Menikah*. The variants of language that are found in the form of phrase and word code mixing. Related to code mixing, the author examines code mixing with English words in this study. In Pojok Kampong news, the author discovered the explanation for code switching and code mixing. They are easier to

comprehend and maintain a degree of neutrality when both codes are employed. Asserting Authority, Pride, and Standing, eliminating uncertainty, Javanese adopts from other languages, Declaring Solidarity, Expressing Identity, Expressing Self-Emotion, Communicating the Speaker's Attitude to the Listener, Being More Informative, and Not Being Able to Find the Right Word.

Next, Nalantha (2021) in his study titled *Intra-Sentential and Intra-Lexical Code-Mixing in Nessie Judge's YouTube Video Titled "Lagu Populer + Pesan Iblis Tersembunyi,"*. He discovered the speaker's intra-sentential and intra-lexical code-mixing. In her video, Nessie Judge produced 114 utterances, of which 86 were code-mixed, 53 of which were intra-sentential code-mixing and 13 of which were intra-lexical code-mixing. This study focuses on the types and causes of code-mixing, whereas Nalantha's study focuses only on the types.

And lastly, Nyoman (2022), in her study titled *Indonesian-English Code-Mixing Found in Wardah Beauty's YouTube Channel*, found that intra-sentential code-mixing is the most common type of code-mixing in this study, while code-mixing involving a change in pronunciation is the least common. With 45 total data, intrasentential is the most prevalent type in the data source. The data revealed only five reasons for code-mixing: discussing a particular topic, emphasizing something, interjecting, expressing group identity, and using repetition for clarification. With 33 total data, the most prevalent reason for code-mixing is discussing a particular topic. The difference between Sari's study and this one is that Nyoman's study used YouTube as a data source, while this one uses Instagram.

In Indonesia, code-mixing is prevalent in daily life, particularly in public communication. the researcher chose code-mixing as his area of study because people can speak multiple languages today. According to Wardhaugh (2015), code-mixing occurs when speakers use both languages concurrently to the extent that they switch languages within a single utterance. Another definition from Holmes (2013:35) as cited by Sunari, (2021), a code-mixing could be related to a specific participant or addressee. A speaker may switch to another language, suggesting that the speaker is ready to join a group and share ethnicity in the community. In other words, the speaker modifies a few portions of his speech. In their everyday lives, the researchers use code-mixing to communicate with both online and offline friends. When we learn new vocabulary and want to demonstrate it to others, code-mixing is also utilized. People prefer to combine words with easier-to-understand words because certain word meanings are inappropriate for conversation. This study aims to determine how code-mixing can be utilized to market a beauty product. In addition, the purpose of this study is to identify the types of mixed code on Scarlett Whitening's Instagram post and to investigate its causes. This study used Instagram as a data source because Instagram is a fun platform for the younger generation that allows users to keep up with fashion and trends as well as what's trending. In addition, the Scarlett Whitening Instagram account is an intriguing account that offers a variety of hair-to-foot beauty products and skin care for teenage boys and girls.

THEORY AND METHOD

The data in this study were derived from Scarlett Whitening's Instagram posts. Theory of code-mixing from Hoffman as cited by Pello, 2019 were used in this study to analyze the data. Hoffman (1991) theory said the various types of code-mixing are have three classifications there are; intra-sentential, intra-lexical, involving a change pronunciation. While the seven reason of code-mixing proposed by Hoffman (1991) are talking about a particular topic, quoting somebody else, being emphatic about something, interjection (inserting sentence fillers or connectors), repetition used for clarification, intention of clarifying the speech content for interlocutor and expressing group identity. In

achieving the research objectives, qualitative methods were used in analyzing all the data of this research. Creswell & PH.D (2018) said qualitative research can be used to examine and fully comprehend the meaning of individuals or groups involved in human social problems. Whereas the qualitative method as cited by Ngurah, (2021) explained the qualitative method was employed as the method to analyze and classify the data. (Roulston, 2008) defines qualitative research is designed to explore the human elements of a given topic, where specific methods are used to examine how individuals see and experience the world. The qualitative method is used in this study to describe the data in detail while obtaining a comprehensive result with explanations based on the theory used. Data is analyzed qualitatively, and the research results are generally about language and meaning. Because there was a lot of code-mixing in Scarlett Whitening Instagram posts. The Scarlett Whitening Instagram account was chosen by the researcher because it conveys what Scarlett Whitening wanted to convey as well as how they interact with their Instagram followers. The researcher used data collection techniques such as taking notes to sort out the various types and functions of code-mixing. The first step is to take screenshots of any code-mixing photos or videos posted by Scarlett Whitening on Instagram. After that, take note of the code-mixing and save the page. Finally, the data is identified and classified based on the types and causes of code-mixing discovered in Scarlett Whitening's Instagram posts.

RESULT AND DISCUSSION

The results of this study applied Hoffman's (1991) code-mixing theory to examine the types and reasons for code-mixing in Scarlett Whitening Instagram posts. This study chose seven posts from January 2021 to July 2022 to analyze. And three types of code-mixing were observed, namely; intra-sentential and intra-lexical code-mixing, and involving a change in pronunciation. And to analyze the reasons for code-mixing, this study applied Hoffman's (1991) theory and only discovered three reasons for code-mixing: talking about a specific topic, interjection, and intention of clarifying the speech content for the interlocutor.

Intra - Sentential Code-mixing *Data 1*



Figure 2. Posted on July 23rd, 2022

Intra-Sentential Code-Mixing

Intra-Sentential		
No	Data	Translation
1.	Lebih happy dengan kulit yang lebih ternutrisi.	More happy with more nourished skin

Intra-sentential type, according to Hoffman (1991), is a type of code-mixing that occurs when people attempt to combine a word, phrase, or clause with a foreign language. In this section, according to the data above, Scarlett Whitening used code-mixing in their Instagram post. The word “happy” is an English word that has been mixed with Indonesian, this data contains intra-sentential code-mixing. *Senang* means “happy” in Indonesian. In this case, the data used code-mixing to express how it felt about something. **Talking about a specific topic** is one of the reasons why people use code-mixing, according to Hoffman's (1991) theory of the reasons why people use code-mixing. When someone **expresses their empathetic feelings about something** in a language other than their native language, this reason is used. In Indonesia, the word happy is commonly used, especially among teenagers, because it feels more expressive in conveying their feelings. In addition, the term “happy” is employed in this context to attract Scarlett Whitening's target audience, which consists primarily of teens in Indonesia who frequently mix up the two languages when speaking. Using Scarlett Whitening's body lotion nourished the skin and makes one's heart happy, hence the use of the word happy.

Data 2

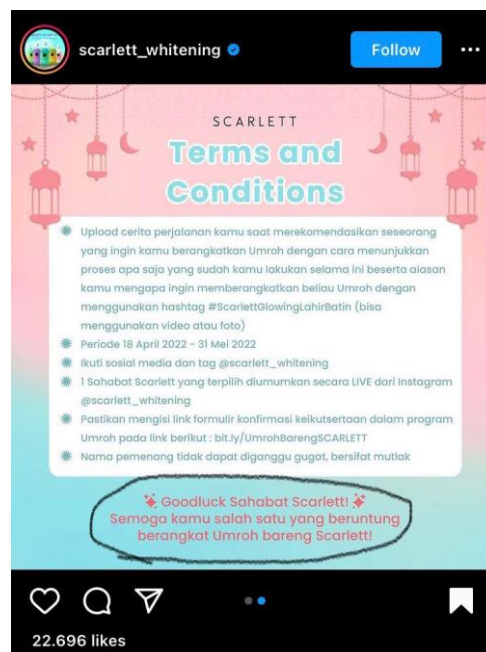


Figure 2. Posted on April 18th, 2022

Intra-Sentential Code-Mixing

No	Data	Intra-Sentential	Translation
1.	<i>Goodluck</i> sahabat Scarlett! Semoga kamu salah satu yang beruntung berangkat Umroh bareng Scarlett!	<i>Good luck</i> Scarlett's friend! Hopefully, you are one of the lucky ones to go on Umrah with Scarlett!	

The data above show the fact that Scarlett Whitening's Instagram post contains code-mixing because it shows a sentence boundary in an utterance, the data above is classified as **intra-sentential** code-mixing. In Indonesian, good luck is known as *semoga beruntung*. The noun "good luck" is used to convey wishes of success. In general, Indonesians will use the expression "good luck" to wish or express a desire to succeed to their friends in certain situations, such as when they are competing or taking an exam. The use of the word good luck is more often found in Indonesia than the word *semoga berhasil*, because the word goodluck is more expressive in its use and only young people usually use the word goodluck rather than the word *semoga berhasil*. In this context, Good luck goes to the audience of Scarlett Whitening so that they can win an Umrah trip with Scarlett Whitening. According to Hoffman's (1991) theory, interjection is one of the causes of code mixing. The word good luck is an exclamation because it contains an exclamation of joy and shows hope that one of Scarlett's followers is eager to take part in the challenge and the winner can go on Umrah with Scarlett.

Data 3



Figure 3. Posted on April 18th, 2022

Intra-Sentential Code-Mixing

	Data	Intra-Sentential	Translation
1.	Upload cerita perjalanan kamu saat merekomendasikan seseorang...	upload your journey story when recommending someone...	
2.	Ikuti sosial media dan tag @scarlett_whitening	Follow social media and tag @scarlett_whitening	

There are two different sentences in this data. The first item of data is “**Upload** cerita perjalanan kamu saat merekomendasikan seseorang...”. From the data above shows that Scarlett Whitening's Instagram post contains code-mixing because it shows a sentence boundary in an utterance; therefore, the data above is classified as **intra-sentential code-mixing**. *Mengunggah* is the Indonesian word for upload. In the utterance above, upload refers to someone's video or photo that is participating in the Scarlett Whitening Umrah's program, one of the conditions of which is to upload their journey story when recommending someone and can use videos or photos. The word upload is commonly used by Indonesian teenagers, and it sounds more modern also simple than *mengunggah*. When used in everyday communication, the word *mengunggah* is considered a formal language in Indonesia; however, *mengunggah* is more commonly used in presenting news and writing research, so the word “upload” is more widely used in everyday life. The utterance above used emphatic language to inform their audience about the conditions. According to Hoffman's (1991) theory, one of the reasons for code-mixing is to be **emphatic about something**. This occurs when people want to convey their emphatic about something using their second language rather than their native language. Because they feel more comfortable telling their followers about the provisions of their product by utilizing the term “upload,” which is widely used by almost all Indonesian adolescents. Instead of *mengunggah*, the term is typically utilized by persons aged 40 and beyond.

The second sentence is Ikuti sosial media dan tag @scarlett_whitening. Due to the utilization of both Indonesian and English in this sentence, this utterance demonstrates intra-sentential code mixing. Tags in Indonesian carry the meaning of *menandai*. In the sentence above, the goal of utilizing the word tag in the sentence is to tag or mention Scarlett Whitening's social media accounts in trip videos made by Scarlett Whitening's followers. The use of the word *menandai* is rarely used in Indonesia, especially by young people, because the word *menandai* is too formal if used in everyday life, besides that the word *menandai* is usually used in a speech or in a formal conversation with someone who has a higher position. Therefore, in order to be more comfortable and modern, young people in Indonesia increasingly commonly use the word “tag” in daily talks, either face-to-face or in text messages, because the word “tag” is easy to speak and intelligible to everyone. In Instagram social media, the tag feature is commonly used when someone creates and uploads a story and mentions another person's Instagram account in their story, or it can be if one account mentions another account in an Instagram post.

Intra – Lexical Code-Mixing Data 4



Picture 4. Posted on September 16th, 2021

Intra-Lexical Code-Mixing

No	Data	Intra-Lexical	Translation
1.	<i>Aku udah glowing, siap dinotice Oppa! Sekarang giliran kamu!</i>	<i>I'm already glowing, ready to be notified Oppa! Now it is your turn!</i>	

Intra-lexical type, according to Hoffman (1991), is a type of code-mixing that occurs within a word boundary. There are three data sets in this sentence that contain code-mixing: glowing, notice, and Oppa, but in this context, we are discussing the second type of code-mixing, namely **Intra-Lexical Code-Mixing**, so the researcher is only concerned with the words in bold. Scarlett Whitening used code-mixing in their Instagram post, according to the data above. Because the sentence combines the Indonesian prefix *di-* with the English noun “notice”, this data contains intra-lexical code-mixing. Speakers use the expression *di-notice* to discuss a specific topic with their audience. According to Hoffman's (1991) theory on the causes of code-mixing, the above speech can be classified as discussing a specific topic. The specific topic the speaker is discussing above is “noticed,” and the speaker informs his/her followers that he/she is ready to accept notifications from Oppa. In this context, the use of the prefix *di-* in Indonesian aims to turn a verb into a passive word. Notice, which means be seen, will become noticed, which is *dilihat*. The word code-mixed *dinotice* is used here millennials in Indonesia frequently use the word “notice” when communicating, particularly to communicate that someone has observed something or someone. Oppa is a South Korean word, and it is categorized as an intra-sentential code-mixing, yet in this particular analysis, only the intra-lexical code-mixing in the data is being analyzed.

Data 5



Picture 5. Posted on August 7th, 2022

Intra-Lexical Code-Mixing

Intra-Lexical		
No	Data	Translation
1.	<i>Langsung dicheck out ya!</i>	<i>Immediately check out yes!</i>

From the data above, the speaker mixes the Indonesian prefix *di-* with the English verb *check out*. This means that the speaker employs intra-lexical code-mixing in the sentence. The above speech can be classified as talking about a specific topic, according to Hoffman's (1991) theory on the reasons for code-mixing. The precise topic discussed by the speaker was "ordered or inspected," which referred to Scarlett's current advertising items and gifts. The Indonesian prefix *di-* is used as a prefix followed by an active verb to express action. In this case, it is used to announce activities so that Scarlett Whitening's audience can order currently available products. Checkout appears to be more prevalent and contemporary among Indonesian adolescents than *beli* or *membeli*. In Indonesia, the word "buy" is rarely used because most young people buy goods online, and the word "buy" is usually used for direct shopping activities, such as shopping at malls, supermarkets, traditional markets, etc. In this context, Scarlett Whitening uses the word checkout in order to make it easy for buyers and their followers to understand, because most of Scarlett Whitening's followers are young adults who often make online purchases.

Data 6



Picture 6. Posted on August 2022

Intra-Lexical Code-Mixing

Intra-Lexical		
No	Data	Translation
1.	<i>Baunya herbal gitu, seriously shooting dan hydrate sih aftertastinya pake mask ini well done Scarlett also packagingnya cute.</i>	<i>It smells like herbs, seriously shooting and hydrates, the aftertaste of using this mask is well done Scarlett and the packaging is cute</i>
2.	<i>Baunya herbal gitu, seriously shooting dan hydrate sih aftertastinya pake mask ini well done Scarlett also packagingnya</i>	<i>It smells like herbs, seriously shooting and hydrates, the aftertaste of using this mask is well done Scarlett and the packaging is cute</i>

This data consists of two different utterances. Because both sentences combine an Indonesian suffix with an English word, these are examples of intra-lexical code-mixing. The first instance is the use of the word *aftertastinya*, which contains code mixing, a type of intra-lexical code-mixing. Intralexical code-mixing occurs because the speaker combines the English noun "aftertaste" with the Indonesian suffix *-nya*. According to the reason that Hoffman (1991) uses code mixing, the preceding speech can be classified as discussing a certain topic. The suffix *-nya* is usually used to indicate ownership in Indonesia. The suffix *-nya* denotes the results of utilizing the latest Scarlett Whitening gel mask product. The suffix *-nya* is added to the noun "after taste" because "after taste" is easier for the interlocutor to use and understand in Indonesia than "rasa setelah." Some languages in Indonesia are not suitable for everyday use, hence it is common for individuals to blend languages to facilitate communication and ensure that the intended meaning is received.

And the second data is the usage of word *packagingnya*. From the data above, the Instagram post Scarlett Whitening contains code mixing, which is a type of **intra-lexical code-mixing**. Because the speaker mixes an English noun "packing" with the Indonesian suffix *-nya*, it includes intra-lexical code-mixing. The previous speech can be classified as talking about a specific topic, according to Hoffman's (1991) reason for using code mixing. The speaker is specifically discussing the packaging of Scarlett Whitening gel mask. The Indonesian suffix *-nya* refers to the packaging in this case. The suffix *-nya* is commonly used in Indonesia to indicate possession or to function as a possessive pronoun. The speaker in this case combines the English noun "packaging" with Indonesian suffix *-nya* because the word packaging is easier to use and is more commonly used among Indonesian teenagers than the word *kemasan*. While the suffix *-nya* is more easily understood by the general public than the phrase "the packaging."

Involving a Change of Pronunciation
Data 7



Picture 7. Posted on March 8th, 2022

Involving a Change Pronunciation

Involving a Change Pronunciation		
No	Data	Translation
1.	<i>Menyamarkan noda hitam dan mengurangi hiperpegmentasi</i>	<i>Fades dark spots and reduces hyperpigmentation</i>

According to Hoffman (1991), involving a change in pronunciation is a kind of code-mixing that occurs at the phonological level. From the data above Scarlett Whitening used code-mixing in their Instagram post. In the sentence, *hiperpegmentasi* is used instead of hyperpigmentation. It implies that the speaker employs a **change in pronunciation**

code-mixing in the sentence. The speaker employs hiperpegmentasi because when she pronounces a word in English, the phonological structure changes to that of Indonesia. According to Hoffman's (1991) theory on the reasons for code-mixing, the above speech can be classified as having the intention of clarifying the speech content for the interlocutor because the word hyperpigmentation in English is pronounced hiperpegmentasi but still has the same meaning. The term hyperpigmentation refers to the appearance of dark patches on the skin caused by a variety of factors. The term hyperpigmentation is frequently found in the description of a beauty product, notably a facial serum. The word hyperpigmentation is used here so that Scarlett Whitening viewers can easily read and understand the function of the latest Scarlett Whitening facial serum. The used word *hiperpegmentasi* to make it easier for Indonesian people to pronounce and know the function of facial serum to remove black spots.

CONCLUSION

In the current digital era, numerous social media platforms have been developed for a variety of purposes, including amusement, sharing photos and videos of daily life, and producing inquiry boxes. Instagram is a social networking platform that we frequently use. Instagram is an image and video sharing application that enables users to take images and videos, publish them on numerous social networking platforms, including their own Instagram account, and engage with a large number of individuals. Instagram is utilized for both personal and professional reasons. Because Instagram is incredibly easy to access and its primary media consists of photographs and videos, it is simple for businesses to deliver product information to consumers. This study used Instagram posts as its data source since numerous companies were identified to use Instagram as a promotional medium. One of them is Scarlett Whitening, which mostly uses Instagram to market and sell its products to customers. Scarlett Whitening is a local brand that sells all kinds of body care products that can be used by all ages and genders, at affordable prices and spread throughout all regions in Indonesia.

This study is concerned to identify the types of code-mixing through Scarlett Whitening Instagram. And the reason for using code-mixing on Instagram posts. As a result, this study found three types of code mixing, namely intra-sentential, intra-lexical, and involving changes in pronunciation. Based on the research findings, there are seven data extracted from Scarlett-Whitening's Instagram post. The seven data consist of 3 data including intra-sentential code-mixing, 3 intra-lexical code-mixing data and one data change involving in pronunciation. And there are only three reasons for code mixing found in this study: discussing a certain topic, emphasizing something, interjection, and the intent to clarify the content of the interlocutor's speech.

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