



Analysis of code mixing on lifni sanders beauty campaign in the female daily network video youtube channel

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Abstract: The development of technology nowadays makes most of people have Youtube account including beauty vloggers. They often share the information about make-up products that they use in their captions. Sometimes, they mix some languages in their captions, for example from Indonesian to English. Therefore, the focus of this research is to analyze the use of Indonesian-English code mixing done by Lifni Sanders. In this research, the researcher tried to answer 2 research questions. First, the researcher found out the types of code mixing found in the data of the research. Second, the researcher analyzed the context of code mixing which appear on Lifni Sanders Beauty Campaign in The Female DailyNetwork Video YouTube Channel. In order to answer the first research questions, the researcher applied the theories proposed by Hoffman (1991). In the second questions, the researcher applied the theories proposed by Holmes (1992). Furthermore, in this research the main sources of the data were Lifni Sanders Beauty Campaign in the FemaleDailyNetwork Video Youtube Channel. The researcher applied purposive sampling strategy in order to collect the data. Based on the analysis, there were 183 cases of code mixing. The researcher concluded that there were 149 cases of intra-sentential code mixing and 15 cases of intra-lexical by the addition of Indonesian affixes {-nya}, {di-}, and {se-}. Besides, there were 19 cases of involvement in a change of pronunciation. The researcher found that there were 8 data included in the participant of interaction, 3 data included in the setting of interaction, 11 data on the topic of interaction, and finally 3 data included in the purpose of interaction.

Keyword: Sociolinguistics, Code Mixing, Indonesia, English



INTRODUCTION

The Background of the Research

Language is a social activity that people speak to communicate, and in order to communicate effectively, people consider the perspectives of others. Language is also the most important aspect of all beings' lives because it allows people to communicate with one another. Language can be anchored as a sound-dispersing process and grasp the meaning of what people say in a certain way. In principle, language is related to understanding what the other person is saying and producing a signal with an intended semantic interpretation. Chomsky (2006). Every country and region in the world has its own language to communicate. Nowadays people tend to increase their ability to use other languages to communicate more broadly. During the communication process, due to lack of ability in languages other than their mother tongue, people tend to use mixed languages in their daily communication, this is done to increase their knowledge in foreign languages, especially English.

Now people tend to improve the ability to use other languages in order to communicate more widely. Increasing the ability to use other languages also helps them to meet their individual and social needs in the various contexts of the language used. Along with the progress of the times, many people can understand two or more languages in sociolinguistic phenomena, this is called bilingual and multilingual. A person who can speak two languages is called bilingual, while someone who can speak more than two languages is called multilingual. In sociolinguistics, mixing two languages is better known as code mixing. The term of code mixing means a phenomenon when a speaker of a language mixes one language to another language in a conversation. Code-mixing also means the use of two languages in one conversation without "altering the grammar of the first language used" Mabule (2015). Besides, code-mixing is "the change of one language to another within the same utterance or in the same oral/written text and it is a common phenomenon in societies in which two or more languages are used" Ho (2007).

According to Suandi (2014), code mixing is when someone applies more than one language without any interventions inside that speech act situation demanding the language mixing. The combination of the language even does not require the change of the topic in a conversation and occurs in an utterance. "Code mixing occurs when conversants use both languages together to extend that they change from one language to other. code mixing is the use of two languages together with the conversant to the extent that they change from one language to another in the course of a single utterance. Code mixing can also be found in social media. People nowadays use social media as a tool to get information or entertainment.

So, based on the previous explanation Moreover, the researcher is interested in analyzing the occurrence of code mixing spoken by Lifni Sanders in Lifni Sanders Beauty Campaign in The Female DailyNetwork Video YouTube Channel. Lifni Sanders is one of beauty vlogger in Indonesia that always consider about the diversity of skin tone that must be applied in every beauty brand in Indonesia. Beauty vlogger is a person "who shape an audience's attitude through blogs, tweets, and the use of other social media" (Freberg, Graham, McGaughey, & Freberg (2010). Therefore, everything they write, use, or do will influence their followers.

Research Delimitation

In the FemaleDailyNetwork YouTube Channel, the researcher concentrates on analyzing the various types and context of code mixing performed by Lifni Sanders when she was interviewed In the FemaleDailyNetwork YouTube channel. "Lifni Sanders: Perjalanan Mendobrak Standar Kecantikan di Indonesia (It Starts With You Eps 06)" is the title of the video that will be analyzed by the researcher. The researcher looks for code mixing from Indonesian to English when studying the video. This information is only collected from FemaleDailyNetwork Video YouTube Channel when interviewing Lifni Sanders in their Video YouTube Channel. In this study, the scope of the reasearch are:

1. Subject of the research
The subject of this research is on Lifni Sanders Beauty Campaign in The Female Daily Network Video YouTube Channel
2. Object of this research
The object of this research is to find the type and context of code mixing in Lifni Sanders Beauty Campaign in The Female Daily Network Video YouTube Channel.

Formulation of The Problem

1. What are the types of code mixing that are used by Lifni Sanders Beauty Campaign in The Female Daily Network Video YouTube Channel?
2. What are the context of code mixing which appear on Lifni Sanders Beauty Campaign in The Female Daily Network Video YouTube Channel?

Objectives of The Study

The following are the research objectives as defined by the researcher of this study:

1. To identify the types of code mixing used on Lifni Sanders Beauty Campaign in The Female Daily Network Video YouTube Channel.
2. To learn the context of code mixing on Lifni Sanders Beauty Campaign in The Female Daily Network Video YouTube Channel.

Significance of The Study

Analysis of Code Mixing on Lifni Sanders Beauty Campaign in Female Daily Network Video YouTube Channel expected to be able to give significance for the reader, both Theoretical And Practical.

Theoretically

This study has the potential to contribute to the study of sociolinguistics in the field of communication. For the next writer, the outcome can be used for research orientation and representation.

Partially

This study will improve the various types and context of code mixing on Lifni Sanders Beauty Campaign in Female Daily Network Video YouTube Channel. It could encourage with the study of code mixing in sociolinguistics.

1. For the English Teacher
Teachers can use this research as a guide to gain knowledge and understanding of code mixing. In addition, teachers can also make YouTube as a media for teaching students because YouTube is one of the most interesting media for students to enjoy during the teaching and learning process.
2. For the researcher
The students can understand deeply about code mixing and they directly applicable in everyday life. They can also improve English language skills via YouTube.
3. For the other researcher
The results of this study can provide motivation for further researchers to look for code mixing in other ways. And then other researchers can use this research as a reference if they want to research on code mixing.

Literature Review

1. The first previous study is a thesis written by Agung Sukrisna in 2019 English Education Study Program of Teacher Training Faculty through SBMPTKIN at State Islamic University of Raden Intan Lampung. The title is "AN ANALYSIS OF USING CODE

MIXING ON ATTA HALILINTAR'S YOUTUBE CHANNEL VIDEOS". The writer uses descriptive qualitative research to find the data. The writer used the type of code-mixing theory by Hoffman (1991) which are intra sentential code mixing, intra lexical code mixing, and involving a change of pronunciation. Intra-sentential code mixing is the most used in the video because the speaker inserts English words in the middle or at the end of the sentences she speaks. Then there are seven reason of used code mixing by Hoffman (1991) such as talking particular topic, quoting somebody else, being emphatic about something, interjection, repetition used for clarification, intention of clarifying the speech content for interlocutor, expressing group identity.

2. The second previous study is a thesis written by FitriPujiAstuti in 2017 from English Education Department, Islamic Education and Teacher Training Faculty, State Islamic Institut of Surakarta. The title is "A Study on Code Mixing InPerahuKertas Novel by Dewi Lestari". The writer used descriptive qualitative research to found the data. The writer used Suwito's theory (1983) to classified the levels of code mixing. The level of code mixing that can be found are word level, phrase level, clause level, baster level, reduplication/repetition word, and idiom level. The writer also used the theory of Suandi (2014) to found the factors in causing code-mixing in PerahuKertas Novel. There are thirteen factors such as code-mixing limitation, popular term, speaker 9 and speaker character, conversation partner, domicile and time conversation, conversation modus, function and aim, types and languages speech level, third speaker, main topic, humor, and prestigious.
3. The third previous study is a thesis written by Pahruli in 2010 from English Letter Department: Adab and Humanity Faculty, UIN SyarifHidayatullah Jakarta. The title is "An Analysis of The Types and The Factors Influencing the Code Switching and Code Mixing Used by VJ of MTV Ampuh ". The writer used descriptive qualitative research to found the data. The writer used Holmes's theory (2001), there are four factors that may influence people to switch the code. Each type is related to factor of code switching namely participant, solidarity (affective function), status, andtopic. In collecting the data for the research, the writer followed five steps. Firstly, the writer observed the "MTV *Ampuh*" program by watching and recording this program. Secondly, the writer watches again the recorded program which contains of codes language that used by VJ on MTV *Ampuh*. Thirdly, the writer chooses the utterances that consisted of codes switching or code mixing. Fourthly, the writer wrote down the data into table. The final step is to analyze the data based on the types and the factors influencing codes switching and codemixing.

METHOD

This research was conducted by qualitative descriptive. It does not figure out what something or a thing is like. It tries to look at sentence structure from the point of view of discourse analysis and describe it. It also tries to figure out and explain how thematic progression patterns in the text are used. The researcher uses qualitative research with document research as the method. Therefore, the technique that the researcher conducts to obtain the data is the documentation technique. The researcher took some steps to collect data. Firstly, the researcher writer watching and downloading that video from YouTube, second the writer watching the video while transcribing the data. Third the writer noting the utterances that contain the type and context of code mixing, and last the writer grouping the identified data, then categorizing it based on the types and the level of code mixing. Final step the researcher collect more information related to the data from books, journal, thesis and research articles. The next step that the researcher has to do after obtaining all necessary data is to analyze the data. To further analyze this study, the researcher uses the technique of data analysis based on The data will analyzed using flow model data by the writer. According to Miles and Huberman (1994), the flow data phrases are as follows: data reduction, data display, and conclusion drawing.

RESULTS

This chapter discusses research findings that present an analysis of the researcher observation in Livni's Interview video on the Female Daily Network, the researcher found 183 utterances in code mixing. Researchers have found the type of code mixing used by the host and Lifni as a guest in the video, here are the results:

The Type of Code Mixing on Lifni Sanders Beauty Champaign in the Female Daily Network Video Youtube Channel

ISM	Intra Sentential Code mixing
ILM	Intra Lexical Code Mixing
ICP	Involving Change of Pronunciation

TABLE 1 Description of the type of code mixing

No	Finding	Types of Code Mixing		
		ISM	ILM	ICP
1.	Mindset yang gue punya itu belum gak ada orang dunia ini yang kayak elu gitu loh. (U1)	✓		
2.	You can say all you want kalau you menghargai. (U2)	✓		
3.	Melanjutkan misi its starts with you . (U3)	✓		
4.	Melanjutkan misi it starts with you jurnal(journal) di program ini. (U4)			✓
5.	Aku percaya hidup itu harus diperjuangkan believe in yourself cause everything starts with you . (U5)	✓		
6.	Nah ngomongin tentang beauty lovers . (U6)	✓		
7.	Ini aku mengundang satu sosok beauty content creator yang pasti kalian udah nggak asing lagi udah sering banget nonton ini YouTube nya. (U7)	✓		
8.	Hello everybody, thank you so much udah ngundang aku, I feel so humbled yah you know merasa very very honour aja. (U8)	✓		
9.	Thank you udah nyempetin di akhir tahun yang pasti lagi hectic-nya nyempetin dateng kesini. (U9)		✓	
10.	Kaget banget yah bahkan you know lah imposter syndrom gitu sempet ngerasa ini mungkin ada ordal (orang dalam) gitu kali ya. (U10)	✓		

TABLE 2 The Examples of type code mixing on Lifni

In the video of The FemaleDailyNetwork YouTube channel, specifically the sixth episode of the It Start With You program with the title "Lifni Sanders: Perjalanan Mendobrak Standard Kecantikan di Indonesia| it starts with you eps 6" with guest star Lifni Sanders found 183 data containing codes mixing. From 183 data, 149 data are intra-sentential code mixing, 15 data are intra-lexical code mixing, and 19 data involving pronunciation changes. To facilitate data analysis, the data are classified into data table form.

The data table includes the number types of code mixing used in Lifni's video interview on the Female Daily Network Youtube Channel. The number of each type of code mixing can be seen in the table below:

Type of Code Mixing on Lifni Sanders Beauty Campaign in The Female Daily Network Video Youtube Channel.			
Intra Sentential Code Mixing	Intra Lexical Code Mixing	Involving Change of Pronunciation	Total

149	15	19	183
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TABLE 3 *The result of type code mixing on Lifni*

Based on that table, the most used type of code mixing in Lifni Sanders beauty campaign in the FemaleBeautyNetwork Youtube channel is intra-sentential code mixing with total 149 data or 82%. Then, intra lexical code mixing is the second most used type with total 15 data or 8%. Involving a change of pronunciation is the less used type of code mixing with total 19 data 10%. The diagram of each type of code mixing can be seen in the diagram below.

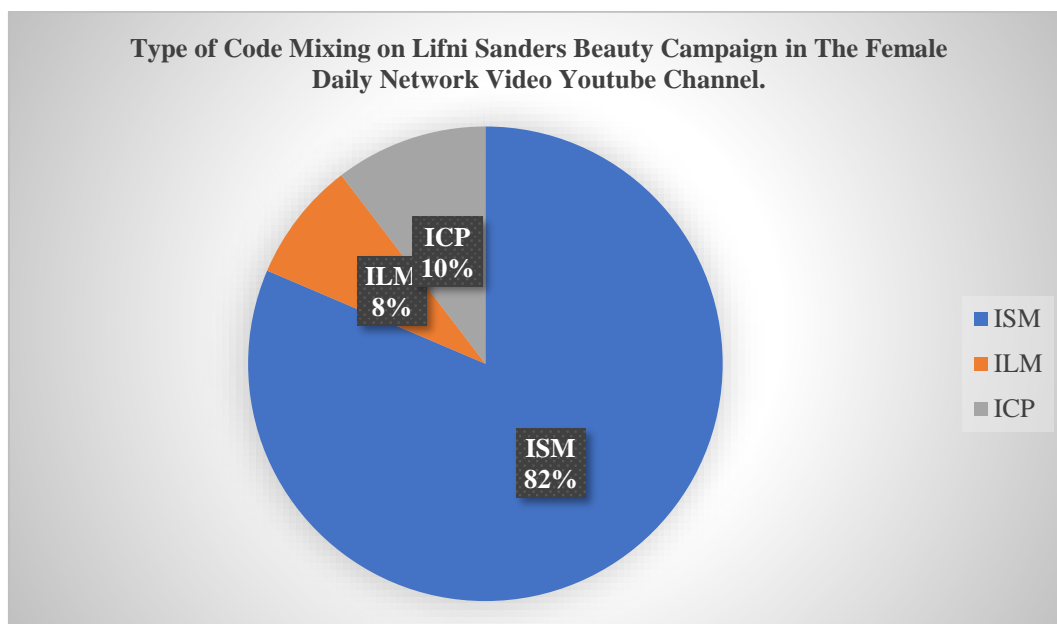


FIGURE 1 *The percentage the result of tpe of code mixing on Lifni*

The result of the study in Livni Sanders beauty campaign on FemaleBeautyNetwork YouTube Channel, the researcher found 25 utterance in the factor or the context of code mixing.

The Context of Code Mixing on Lifni Sanders Beauty Champaign in the Female Daily Network Video Youtube Channel

Researchers have found the context of code mixing used by the host and Lifni Sanders as a guest, in the video researchers used tables to group data based on the type of data to be studied, here the result :

No	Finding	Factor/Context of Code Mixing			
		Participant	Setting	Topic	Purpose
1.	Lifni : Hello everybody, thank you so much udah ngundang aku , I feel so humbled yah you know merasa very very honour aja Host : Thank you udah nyempetin di akhir tahun yang pasti lagi hectic-hectic nya nyempetin dateng kesini di It Starts With You dari Girls Beyond.		✓		
2	Host : Kita senang banget karena kan lifni ini ya apa namanya sangat vokal kan di dunia beauty terus juga apa namanya eh bukan cuma menyuarakan tentang ini loh cara pakai makeup	✓			

<p>atau skincare gitu kan tapi banyak banget misi-misi yang lifni usung gitu kan di dalam konten kontennya, makanya cocok banget untuk jadi the best content creator of the year.</p> <p>Lifni : Thank you thank you, nggak berasa sebenarnya bisa se-impactful itu sih maksudnya dari awal mulai itu kan cuman pengen kaya sebenarnya dialurkan dari frustrasi gitu.</p>				
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TABLE 4 *The examples of factor/context of code mixing on Lifni*

In the video of FemaleDailyNetwork Episode 6 with guest star Lifni Sanders found 25 data containing context of code mixing. From 25 data, 8 data are participant code mixing, 3 data are setting, 11 data are classified as topics, and last researcher found 3 data classified as purpose. To facilitate data analysis, the data are classified into data table form. The data table includes the number context of code mixing used in Lifni’s video interview on FemaleDailyNetwork Youtube Channel. The number of each type of code mixing can be seen in the table below:

Context of Code Mixing on Lifni Sanders Beauty Campaign in The Female Daily Network Video Youtube Channel.				
Participant	Setting	Topic	Purpose	Total
8	3	11	3	25

TABLE 5 *The result of context code mixing on Lifni*

Based on that table, the most used context of code mixing in Lifni Sanders beauty campaign in the FemaleBeautyNetwork Youtube channel is topic context of code mixing with total 11 data or 44%. Then, Participant context of code mixing is the second most used type with total 8 data or 32%. Setting and purpose is the less used context of code mixing, each of them have 3 data or 12% on context of code mixing. The diagram of each context of code mixing can be seen in the diagram below.

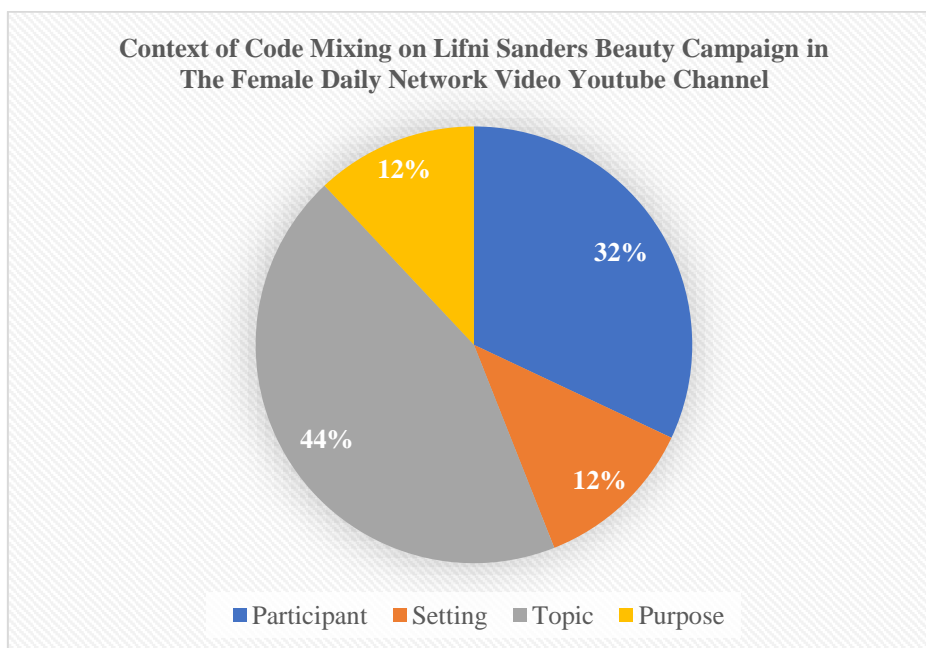


FIGURE 2 *The percentage the result of context code mixing on Lifni*

DISCUSSION

The Type of Code Mixing on Lifni Sanders Beauty Champaign in the Female DailyNetwork Video Youtube Channel

In this section the researcher discusses and interprets the data that has been found based on analysis on the first problem formulation by analyzing the type of code mixing. In the previous sub-chapter, researchers have found about the types of code mixing that occur in the sixth episode of It Start With You program with the title "Lifni Sanders: Perjalanan Mendobrak Standard Kecantikan di Indonesia| it starts with you eps 6" on the FemaleDailyNetwork YouTube Channel which makes Lifni Sanders a beauty content creator as a resource. After analyze and classify the data found, the researcher intends to discuss the data analysis to answer research questions.

The researchers analyzed the data using the theory of Hoffman (1991). Hoffman (1991:112) states that there are three types of code mixing. There is intra sentential code mixing, intra lexical code mixing, and involves change pronunciation.

In video the sixth episode of It Start With You program with the title "Lifni Sanders: Perjalanan Mendobrak Standard Kecantikan di Indonesia| it starts with you eps 6" on the FemaleDailyNetwork YouTube Channel which features Lifni Sanders as a resource, the researcher found 149 intra sentential code mixing data, 15 intra lexical code mixing data, and 19 data involving change pronunciation. The total of the research conducted for the type of code mixing is 183 data which includes the entire type of code mixing, namely intra-sentential code mixing, intra lexical code mixing, and involves change pronunciation.

Intra-sentential code mixing is the most widely used type of code mixing in data compared to other types. Intra-sentential code mixing is the occurrence of code mixing within the limits of phrases, clauses or sentences in one language speech (Hoffman, 1991). In this study, intra-sentential code mixing was found in English words, phrases and clauses in the middle and last of Indonesian speech spoken by the speaker on FemaleDailyNetwork Youtube Channel. This type was spoken when the speaker mixed the two sorts of language or codes in a solitary expression. It implies that the speaker involved English and Indonesia language in a solitary expression or single sentence without changing the significance. There is a potential motivation behind the intra-sentential code mixing is the most utilized sort of code mixing in this study. The speaker might utilize a term from one more language to convey an idea or depict an item for which there is no unmistakable word exist in the ongoing language (Holmes, 1992:43).

Another explanation may be that the speaker found that the easiest way to use English by simply inserting a word, phrase or clause in each the words she spoke. Speakers may not understand the terms in Indonesian, but understanding it in English, or by using English speakers makes it easier to convey the narrative and thus, code-mixing occurs. This is often refers to the lack of registers (David, 2003:52). Whatever the type of code mixing assist the speaker in conveying the right meaning will be considered appropriate. It is because the speaker is understanding about the meaning of words, but she is not fluent enough to speak in English.

Then, intra-lexical code mixing is the least used code mixing type in the data that has been taken by the researcher. In this data, intra-lexical code mixing is used when the speaker mixed up their language by using English words and then combining them with Indonesian affixes. Affixes can be either a prefix or a suffix. From the data, the affixation that speakers often use is the prefix se-, nge-, di-, and the suffix -nya. Indonesian affixations are combined with English words.

In the data collected by the researcher, involves change pronunciation was the second most common type of code used by speakers. Engagement occurs at the phonological level. It happened when the speaker says an English word but it changes to Indonesian. This pronunciation pattern can happen because the speaker is an Indonesian so it makes some English words pronounceable as Indonesian words.

The finding and analysis data of this study is similar with the first previous study by Agung Sukrisna entitled “An Analysis of Using Code Mixing on Atta Halilintar’s Video Youtube Channel”. In the first previous study, the writer used the type of code mixing theory by Hoffman (1991) which are intra sentential code mixing, intra lexical code mixing, and involving a change of pronunciation. After collecting the data, it was found 32 data involved to code mixing. From 32 data, 30 data referred to intra-sentential code mixing and 2 data referred to intra-lexical code mixing. There is none data referred to involving a change of pronunciation. Intra-sentential is the highest number occurrence because the speaker mixed an English word in the middle or at the end of the sentence while speaking in Indonesia.

The data for this study and the first previous study were collected from videos on the YouTube channel. The most common type of code mixing used in both studies was intra-sentential code mixing. It is possible that it will happen to the speaker because all of the speakers in the study are Indonesians. They are not native English speakers, and the majority of their audience is Indonesian. The speaker must express what she wanted to convey in her native language as well as a language term that the audience can clearly understand. As a result, they all insert English words in the first, middle, or last sentence. Language mixing is used to effectively communicate with a multilingual audience, and the code mixing phenomenon occurs naturally (Hoffman, 1991:3).

The Context of Code Mixing on Lifni Sanders Beauty Champaign in the Female Daily Network Video Youtube Channel

In this section, the researcher discusses and interprets the data that has been found based on the analysis of the second problem formulation by analyzing the context (meaning) of code mixing. In the previous sub-chapter, researchers have found about the context (meaning) of code-mixing that occurred in the sixth episode of the It Start With You program with the title "Lifni Sanders: Perjalanan Mendobrak Standar Kecantikan di Indonesia| it starts with you eps 6" on the FemaleDailyNetwork YouTube Channel which making Lifni Sanders a beauty content creator as a resource person. After analyzing and classifying the data found, the researcher intends to discuss data analysis to answer research questions.

The researchers analyzed the data using the theory of Holmes (1992:9). Holmes (1992:9) states that there are four factor that can strongly influence the context of code-mixing. All the factor known as social context, such as participant of the interaction, setting of the interaction, topic of the interaction and function or purpose of the interaction.

In video the sixth episode of It Start With You program with the title "Lifni Sanders: Perjalanan Mendobrak Standard Kecantikan di Indonesia| It Starts With You Eps 6" on the FemaleDailyNetwork YouTube Channel which features Lifni Sanders as a resource, the researcher found 8 data participant of interaction, 3 data setting of the interaction, 11 data topic of interaction, and for the last is 3 data purpose of interaction. The total of the research conducted for context of code mixing is 25 data which include the entire context of code mixing, namely participant, setting, topic, and purpose.

The topic of interaction is the context of code mixing that most researchers find in the video It Starts With You program with the title "Lifni Sanders: Perjalanan Mendobrak Standar Kecantikan di Indonesia| It Starts With You Eps 6" . Researchers found 11 data or 44% of the total context of code-mixing data. Topic of interaction is regarding what is being discussed, participants usually use certain variations or codes that can make easier for them to discuss certain topics. Sometimes each variations or codes are only understood by certain participants. So, it is very possible that there are participants who have different views on the topic under discussion. In this case, if the interaction topic is always reply with feedback, then participants must understand each other. In order for the interaction to go well, one main topic is required. Topic is the most common context code mixing found in the videos that the researchers examined in this study, this happened because many topics were discussed in the video by the host with Lifni Sanders. According to the title in the FemaleDailyNetwork youtube video channel, which is a journey to break the beauty standard in Indonesia, the presenter asked many

things that Lifni Sanders who is a beauty content creator does in pursuing her career and the campaigns she carries in every content she presents on her YouTube channel.

The participant of interaction is the second most code-mixing context that the researchers found in the video program *It Starts With You* with the title "Lifni Sanders: Perjalanan Mendobrak Standar Kecantikan di Indonesia| *It Starts With You* Eps 6". Researchers found 8 data or 32% from the total context of code-mixed data. The participants is someone who is talking to someone to talk to. Word choice and the intonation of the voice used by the participants depends on the relationships and topics they have. There are many types relationships between participants such as the participant's family, work, participants, and social participants. The participant become the second most code-mixing context because in the video, the host and Lifni Sanders often use terms that exist in the beauty industry and understand the meaning of the terms mentioned in the interview/podcast session such as shade, skin tone, skincare etc.

The setting of interaction became the fewest findings in the video program *It Starts With You* with the title "Lifni Sanders: Perjalanan Mendobrak Standar Kecantikan di Indonesia| *It Starts With You* Eps 6" that the researchers studied. Researcher found 3 data or 12% from the total context of code mixing data. The setting or social context relate with where and when they are speak. Each language selection used by each individual. It is adapted to the occasion or social context in where and when they talk. A participant must be able to place choice of language according to the context and social situation in that they communicate. Social identity can also influence interaction settings. The setting of interaction became the fewest finding in that video because Lifni Sanders and the host almost never discuss terms or objects in the studio where they shoot videos for the FemaleDailyNetwork YouTube channel but the host often mixed her utterances by inserting several terms that related to FemaleDailyNetwork such as "it start with you" and "beauty female daily award". The host were also mixing utterances by using term in FemaleDailyNetwork studio like "spin the wheel".

Similar with the setting of interaction, the purpose of interaction became the fewest findings in the video program *It Starts With You* with the title "Lifni Sanders: Perjalanan Mendobrak Standar Kecantikan di Indonesia| *It Starts With You* Eps 6" that the researchers studied. Researcher found 3 data or 12% from the total context of code mixing data. The function/purpose related to the reason why they speak. Function is the goal of interaction. Participant can talk about certain topics to find goals depending on their topic talking about.

The researcher also take the comparison with the previous study that relate with meaning of code mixing in the study of Pahruli, *An Analysis of The Types and The Factors Influencing the Code Switching and Code Mixing Used by VJ of MTV Ampuh*. There are some differences and similarities. Here, the researcher aimed to learn about the context (meaning) of code mixing on Lifni Sanders Beauty Campaign in The FemaleDailyNetwork Video YouTube Channel meanwhile Pahruli aimed to find the factors influencing the code switching and mixing used by VJ of MTV Ampuh. The similarity is both of the researcher and Pahruli use Holmes's theory as context of code mixing but in the researcher's study use Holmes (1991) and Pahruli use Holmes (2001).

CONCLUSION

After analyzing and getting the results of each problem formulation, the researcher found that there were several types of code mixing on the FemaleDailyNetwork video youtube channel and there were four contexts of code mixing that influenced used of code mixing on FemaleDailyNetwork YouTube Channel videos. Researchers found there were 183 data containing code mixing. Based on the results of the study, there were three types of code-mixing found in the data, namely 149 intra-sentential code-mixing data, 15 intra-lexical code-mixing data, and 19 data involving changes in pronunciation. Judging from the amount of data, intra-sentential code mixing is the dominant event of code mixing. This happens because from the data, the speaker in the video inserts English words at the first, middle, or at the end of the

sentence. Speakers can use terms from other languages to convey an idea or describe an object that is difficult to explain in the original language Holmes (1992). Speakers may not understand terms in Indonesian, but understand them in English, resulting in code mixing. This is often referred to as a lack of registers David (2003). In looking for contexts or factors that influence the use of code mixing on the Female Daily Network video YouTube Channel, there are four contexts that influence the occurrence of code mixing, namely Participant, setting, topic, and purpose. The researcher found that there were 8 data included in the participant of interaction, 3 data included in the setting of interaction, 11 data on the topic of interaction, and finally 3 data included in the purpose of interaction.

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