ABSTRACT

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This research focuses on code-switching and code-mixing done by Ben and Joy in vlogs on their YouTube channel, WikiJoy. This research objective (1) to find out the types of code-switching and code-mixing that Ben and Joy done in their YouTube vlogs. (2) to elucidate the code-switching and code-mixing done by Ben and Joy in their YouTube vlogs. (3) to explain the reasons for code-switching and code-mixing done by Ben and Joy in their YouTube vlogs. The qualitative content analysis design is used in conducting the research. The data source used in this research is vlogs on the Wikijoy YouTube channel. The findings showed that there were three types of code-switching and three types of code-mixing that Ben and Joy did on their vlogs. Types of code-switching were intrasentential switching with 158 (61,96%) occurrences, intersentential switching with 39 (15,29%) occurrences, and extrasentential switching with 58 (22,74%) occurrences. Types of code-mixing were insertion with 52 (32,91%) occurrences, alternation with 71 (44.93%) occurrences, and congruent lexicalization with 35 (22,15%) occurrences. There were three types of code-switching realized based on the theory of Poplack, and three types of code-mixing realized based on the theory of Muskeyn. Several reasons influenced Ben and Joy did the code-switching and code-mixing proposed in their five vlogs. The most dominant was the dominance of the language they master, followed by intrinsic messages in the use of interjections or tags, reiteration, topic comments, participant relations as bilingual persons, and situational factors about specific interlocutors and topics that they are discussing.

Keyword: Code-Switching, Code-Mixing, YouTube Vlog