

ABSTRAK

Fenomena *code mixing* menarik untuk diteliti karena mencerminkan dinamika komunikasi generasi muda dalam masyarakat bilingual, khususnya di media digital yang dipengaruhi oleh teknologi dan globalisasi. Penelitian ini bertujuan untuk (1) mengidentifikasi jenis *code mixing* yang terdapat dalam vlog *YouTube Current Make Up 1* di channel YouTube Abel Cantika, dan (2) menganalisis faktor yang memengaruhi terjadinya *code mixing* dalam vlog tersebut. Metode yang digunakan adalah deskriptif kualitatif dengan pendekatan sociolinguistik, mengacu pada teori Hoffmann (1991). Dari 40 data yang dianalisis, ditemukan (1) tiga jenis *code mixing*, yaitu *intra-sentential mixing* sebanyak 26 data (65%), *intra-lexical mixing* sebanyak 12 data (30%), dan *involving a change of pronunciation* sebanyak 2 data (5%), dan (2) enam faktor yang memengaruhi penggunaan *code mixing* tersebut, yaitu *talking about a particular topic* sebanyak 29 data (55,77%), *being emphatic about something* sebanyak 10 data (19,23%), *intention of clarifying the speech content for interlocutor* sebanyak 6 data (11,54%), *interjection* sebanyak 4 data (7,69%), *expressing group identity* sebanyak 2 data (3,85%), dan *repetition used for clarification* sebanyak 1 data (1,92%). Tidak ditemukan data yang menunjukkan faktor *quoting somebody else*. Secara keseluruhan, penggunaan *code mixing* oleh Abel Cantika mencerminkan strategi komunikasi bilingual yang efektif dalam konten *makeup* berskala global, serta menunjukkan kemampuannya menyesuaikan pilihan bahasa sesuai konteks untuk membangun kedekatan dengan *viewers*-nya.

Kata kunci: *Code Mixing*; YouTube; Abel Cantika; Sociolinguistik; Bilingualisme

ABSTRACT

The phenomenon of code mixing is interesting to study because it reflects the dynamics of communication among the younger generation in bilingual societies, especially in digital media influenced by technology and globalization. This study aims to (1) identify the types of code mixing found in the "YouTube vlog Current Make Up 1" vlog on Abel Cantika's YouTube channel, and (2) analyze the factors that influence the occurrence of code mixing in the "YouTube vlog Current Make Up 1" vlog on Abel Cantika's YouTube channel. The method employed is a qualitative descriptive approach with a sociolinguistic orientation, based on Hoffmann's theory (1991). From the 40 data analyzed, it indicate that (1) there were three types of code mixing, namely intra-sentential mixing in 26 data (65%), intra-lexical mixing in 12 data (30%), and involving a change of pronunciation in 2 data (5%), and (2) six factors influencing the use of code mixing, namely talking about a particular topic in 29 data (55.77%), being emphatic about something in 10 data (19.23%), intention of clarifying the speech content for the interlocutor in 6 data (11.54%), interjections in 4 cases (7.69%), expressing group identity in 2 cases (3.85%), and repetition used for clarification in 1 case (1.92%). There was no data that indicated the factor of quoting someone else. Overall, Abel Cantika's use of code mixing reflects an effective bilingual communication strategy in global-scale makeup content, demonstrating her ability to adapt language choices to the context to build rapport with her viewers.

Keywords: Code Mixing; YouTube; Abel Cantika; Sociolinguistics; Bilingualism