

AN ANALYSIS OF USING CODE MIXING DEAR AYA'S VIDEO YOUTUBE CHANNEL

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Abstract

Speaking two languages is known as bilingualism. Code mixing is the term used to describe the widespread use of multiple languages in modern communication. This study aims to analyze the types of code mixing according to Hoffman's theory (1991), then analyze the purpose of using code-mixing in the YouTube channel Dear Aya entitled "7 Tips MORNING ROUTINES yang mengubah dirimu menjadi versi terbaikmu!" in 2024. This study applied a descriptive qualitative approach, and the data collection technique used is the listen-and-note technique. The results of the study found 40 data points showing the most frequent level of intra-sentential code mixing with 31 data points or 77.5%, followed by the occurrence of intra-lexical code mixing with 9 data points or 22.5%, and involving a change of pronunciation was not found or 0%. In this finding, there are factors of the speaker and speaker characteristics. The speaker engages in code mixing because he is bilingual and accustomed to mixing languages by changing the formal situation to informal in order to establish closeness with the audience. In addition, the results of this study are expected to provide a theoretical perspective in linguistics, specifically in the phenomenon of code mixing on the YouTube platform.

Introduction

Language is an essential part of every culture. It is used to communicate by conveying ideas, opinions, desires, and thoughts to others. Every activity we engage in is related to language. Through language, people can connect with one another. Besides direct communication, language can also be used for indirect communication (Ningrum & Tazqiyah, 2024) through online channels such as WhatsApp, Instagram, TikTok, YouTube, and so on. In today's era, especially in Indonesia, many people communicate using more than one language, both verbally and in writing (Nabila et al., 2022).

Bilingualism is the ability to speak two languages (Ayu et al., 2023). According to Blanc & Hamers (2020) in (Nahak & Bram, 2022), the phenomenon that occurs when someone uses more than one language or language variety in a conversation is called Code Mixing and Code Switching. Refers to Hoffman (199:110), code-mixing is the mixing of more than one language when a person is interacting with others through communication (Sa'ida & Rahman, 2022). According to Suandi (2010), code mixing is a type of language where two or more languages are used freely. This phenomenon occurs when speakers incorporate different languages into a conversation. Code mixing usually occurs in informal situations. Language mixing is used to attract listeners' attention, a situation that is unavoidable in bilingual and multilingual environments (Meisya,

Nurchurifiani, et al., 2025). The phenomenon of code mixing is frequently found in everyday life. With the convenience of technology, this phenomenon can be observed on various digital platforms such as WhatsApp, YouTube, TikTok, Instagram, Twitter, and Facebook. YouTube, in particular, offers a wide variety of content catering to a wide range of interests, including education, mental health, cooking, daily vlogs, and many other topics (Zulida & Zahara, 2021). According to Hoffman's theory (1991), there are three different types of code mixing based on grammatical patterns: intra-sentential code mixing, which happens when speakers mix English phrases and clauses with Indonesian; intra-lexical code mixing, which happens when English words are combined with Indonesian structures; and lastly, involving a change of pronunciation, which is a phenomenon of code mixing at the phonological level, such as when speakers say English words but combine them with Indonesian phonological structures (Tsamratul'aeni & Upa, 2023).

Previous research (Ayu et al., 2023) on code mixing on Nessie Judge's YouTube channel found a total of 63 types of code mixing. The intra-sentential type dominated, with 52 instances, while the intra-lexical type was found in 11 instances. Validation of the most dominant code mixing was discussing specific topics, with 45 instances. Further research on Maudy Ayunda's YouTube channel revealed that the most common form of code mixing was intra-sentential, with a total of 65.2%, followed by intra-lexical at 26.1%, and pronunciation changes at 8.7%. This data suggests that Maudy Ayunda frequently mixes languages in her naturally spoken sentences (Meisya, Hanif, et al., 2025). In addition, other previous studies have also shown similar patterns, with findings of 13 intra-sentential data and 5 intra-lexical data confirming the dominance of language mixing. Then, the results of research conducted by (Debora & Wahyuni, 2023) on Daniel Mananta's YouTube channel predominantly show intra-sentential code-mixing because the data he found was mostly intra-sentential. Although previous studies have found many examples of code-mixing among famous YouTubers, code-mixing in self-development YouTube content still has room for further development. Digital platforms such as YouTube are tools that provide benefits for improving language proficiency because they display a variety of content that provides several interesting learning styles (Cahyana, 2020). YouTube provides space to learn code-mixing in language learning (Nungki et al., 2025). One young YouTuber who consistently utilizes mixed language when delivering messages is the YouTube channel Dear Aya. Aya is a YouTuber who successfully provides various self-development tips on her channel. In addition to sharing her content on YouTube, she also frequently shares her podcast content through the Spotify app. She even has a private community that discusses self-development to motivate others to become the best version of themselves.

This study will focus on code-mixing in spoken language on digital platforms, including the YouTube channel Dear Aya. The emphasis of this study is on the mixing of English and other languages in a YouTube video by Dear Aya titled “*7 tips MORNING ROUTINES yang mengubah dirimu menjadi versi terbaikmu!*” in 2024, with a duration of 21.55 minutes. The researcher chose this channel and video segment because its

language use reflects the channel owner's identity, the channel displays Generation Z language trends that combine popular psychological terminology in English with everyday conversation, and the use of code mixing is a unique attraction for viewers of the channel. The general objective of this study is to identify the types of code mixing and the purposes of using English code mixing spoken on the Dear Aya channel.

Research method

This study uses a qualitative approach with a descriptive method. The data source used in this study is a video on the Dear Aya YouTube channel entitled “7 tips MORNING ROUTINES yang mengubah dirimu menjadi versi terbaikmu!”. The research data was found through statements containing code mixing. The researcher acted as the main instrument for data collection and analysis in this qualitative study, ensuring a comprehensive understanding of the circumstances surrounding code mixing.

The data collection technique used in this study was the listen-and-note technique. At this stage, there were several steps in data collection, including (1) Listening to what Aya said in the video titled “7 tips MORNING ROUTINES yang mengubah dirimu menjadi versi terbaikmu!” on her YouTube channel; (2) Recording words or sentences that contained code mixing along with their duration; (3) Selecting and grouping data based on the type of code mixing according to Hoffman's theory (1991) (Grace, 2022); (4) drawing conclusions about the purpose of using English code mixing in the context of self-development.

Result and discussion

The importance of describing the types of code mixing found in the YouTube video Dear Aya entitled “7 tips MORNING ROUTINES yang mengubah dirimu menjadi versi terbaikmu!” before presenting the analysis results. The data is classified into three main types: intra-sentential code mixing, intra-lexical code mixing, and code-mixing involving pronunciation changes.

Table 1. The Percentages of Types of Code Mixing in Dear Aya's Video

No.	Types of Code Mixing	Frequency	Percentage
1	Intra-Sentential Code Mixing	31	77.5%
2	Intra-Lexical Code Mixing	9	22.5%
3	Involving a Change of Pronunciation	0	0%
Total		40	100%

Table 1 shows that Dear Aya's intra-sentential code mixing in her YouTube video in 2024 amounted to 40 data points, with intra-sentential code mixing occurring most frequently with 31 instances or 77.5%. This indicates that speakers often mix languages within sentences. As for the other two types, intra-lexical code mixing appeared 9 times or 22.5%, while Involving a Change of Pronunciation were not found in her YouTube video

or 0%. This shows that there is a stage of fluency in using more than one language in the speaker.

1. Intra-Sentential Code Mixing

The phenomenon of intra-sentential code-mixing occurs when elements from different languages are combined into a sentence or clause without disrupting the main grammatical structure (Sumarni, 2025).

No.	Statements	Time	Explanation
1.	<i>kita juga harus actually putting our body untuk move atau untuk bergerak.</i>	0.24	In this statement, Dear Aya inserts the English words “actually putting our body” into Indonesian. This is an example of intra-sentential code mixing because English elements are mixed into a sentence structure that begins with Indonesian, without separating the sentences.
2.	<i>Sebenarnya membenahi cara pikir kita itu adalah kunci utama supaya kita jadi lebih improve,</i>	0.45	The English word “improve” is mixed with Indonesian words. This data is classified as intra-sentential code mixing that occurs within the boundaries of a clause, as is characteristic of this type.
3.	<i>so pastiin kamu subscribe di channel aku and join this awesome community yang kita selalu untuk bergerak lebih lagi menjadi versi terbaik dari kita.</i>	1.22	In this utterance, there is a combination of several English elements “so”, “subscribe,” “channel”, and “and join this awesome community” with Indonesian language. This mixing occurs within a single clause without separating the words, making it an example of intra-sentential code mixing.
4.	<i>Delta ini tuh basically masa yang bener-bener transisi banget nih,</i>	2.03	Dear Aya inserts the word “basically” into her utterance. She combines two languages in one sentence, namely

			Indonesian and English. This phenomenon is classified as intra-sentential code mixing.
5.	<i>kita bangun liat HP, langsung kita harus conscious, fokus sama apa yang kita liat di HP.</i>	2.38	Dear Aya inserted the word “conscious” into her speech. She combined two languages in one sentence, namely Indonesian and English. This phenomenon is classified as intra-sentential code mixing.
6.	<i>Tentang pas sadar hal itu, akan menambahkan level stres sama otak kita subconsciously.</i>	2.50	In this statement, intra-sentential code mixing is described, with Indonesian as the dominant language “ <i>Tentang pas sadar hal itu, akan menambahkan level stres sama otak kita</i> ”, which forms the main grammatical structure, while the English word “level” and “subconsciously” is inserted into it.
7.	<i>Jadi aku saranin untuk di pagi hari please banget, walaupun itu adalah alarm, langsung matiin alarm kamu,</i>	3.42	In this statement, Dear Aya inserts the English word “please” into a sentence that is predominantly Indonesian in a complete clause structure. This is an example of intra-sentential code mixing.
8.	<i>Ketika kita cek HP kita pada saat bangun tidur dan mungkin kita langsung buka social media, itu tuh bakal overstimulating otak kamu.</i>	3.33	Dear Aya inserts “social media” and “overstimulating”, The mixture of Indonesian and English in her speech indicates intra-sentential code mixing.
9.	<i>..Because the first thing you put into your brain in the morning adalah</i>	4.10	Dear Aya inserts the sentence “Because the first thing you put into your brain in the

	<i>kamu suka untuk melakukan itu, kamu suka untuk melihat itu.</i>		morning” into her speech. She combines two languages in one sentence, namely Indonesian and English. This phenomenon is an example of intra-sentential code mixing.
10.	<i>duduk dan mulai hari kamu mungkin dengan beribadah ataupun berdoa sesuai dengan keyakinan kamu, it's really help.</i>	4.26	In this utterance, intra-sentential code mixing is described, with Indonesian as the dominant language “ <i>duduk dan mulai hari kamu mungkin dengan beribadah ataupun berdoa sesuai dengan keyakinan kamu</i> ”, which forms the main grammatical structure, while the English clause “it’s really help” is inserted into it.
11.	<i>itu adalah momen yang paling emas gitu kayak prime time untuk kamu mengubah atau setting mindset kamu menjadi mindset yang ingin kamu tentukan di hari itu.</i>	4.48	Dear Aya slipped in “prime time”, “setting mindset” and “mindset”. The mixture of Indonesian and English in her speech shows intra-sentential code mixing.
12.	<i>Buat kalian yang belum tau, aku punya bestseller digital product yaitu rekaman afirmasi self-love,</i>	6.30	Dear Aya combined English and Indonesian in “bestseller digital product”, which is English slipped into Indonesian. This is in line with Hoffman's theory of intra-sentential code mixing.
13.	<i>Dan back sound ini pastinya frekuensinya juga udah disesuaikan sama hal-hal yang ingin kamu achieve dalam kehidupan kamu.</i>	7.04	In this statement, there is a combination of several English elements, “back sound” and “achieve”, with Indonesian. This mixing occurs in a single clause without separating the words,

			making it an example of intra-sentential code mixing.
14.	<i>Di bundle 4in1 ini udah include semuanya,</i>	7.23	The word “include” and “bundle 4in1” in English is mixed with Indonesian words. This data is included in the type of intra-sentential code mixing that occurs within the boundaries of a clause, as is its characteristic.
15.	<i>Efeknya juga aku jadi jauh lebih motivated, aku jauh lebih percaya sama diriku sendiri gitu,</i>	7.59	Dear Aya inserts the English word “motivated”. The mixing of Indonesian and English in her speech indicates intra-sentential code mixing.
16.	<i>so it's very powerful, that's why aku rekomen ke kamu untuk mulai mencoba memprogram ulang pikiran bawah sadar kamu dengan afirmasi.</i>	8.16	Dear Aya slipped in “so it's very powerful, that's why I”. The mixture of Indonesian and English in her speech shows intra-sentential code mixing.
17.	<i>Jangan kamu buka hp udah tau kalau sosial media ini bakal overstimulating kamu,</i>	9.10	Dear Aya slipped in “overstimulating”. The mixture of Indonesian and English in her speech shows intra-sentential code-mixing.
18.	<i>Ini tuh bener-bener jauh lebih membuat aku merasa bahagia daripada ketika pagi hari aku buka hp untuk scrolling hal-hal yang gak guna.</i>	9.23	In her speech, she slips in the English word “scrolling” while speaking Indonesian, which is an example of intra-sentential code-mixing.
19.	<i>Kalau misalnya kamu bener-bener siap komitmen untuk memulai 2024 kamu ini dengan sesuatu yang amazing, please banget untuk mulai terapkan olahraga.</i>	10.01	The English words “amazing” and “please” are mixed with Indonesian words. This data is classified as intra-sentential code mixing because it occurs

			within a single sentence structure.
20.	And that will create a huge difference <i>daripada kamu cuman setting mindset aja tapi gak betul-betul bergerak.</i>	10.49	Dear Aya combines English and Indonesian here, namely the English word “And that will create a huge difference”, followed by Indonesian. This is in line with Hoffman's theory of intra-sentential code mixing.
21.	<i>kamu fokus aja untuk meregulasi metabolisme tubuh kamu, mengajak tubuh kamu untuk</i> do something for yourself.	11.33	Dear Aya combines English and Indonesian here, namely the phrase “do something for yourself” is English, which is inserted into Indonesian. This is in line with Hoffman's theory of intra-sentential code mixing
22.	<i>Biar benar-bener</i> settle, calm, <i>juga kamu dalam menjalani hari tuh lebih rileks.</i>	13.22	In this utterance, there is a combination of several English elements, “settle” and “calm”, with Indonesian. This mixing occurs in a single clause without separating the words, making it an example of intra-sentential code mixing.
23.	<i>Aku terapin meditasi ini at least dalam seminggu 3 times a week, paling gak 3 kali seminggu supaya intention aku tuh akan</i> repurpose <i>lagi.</i>	13.27	In this statement, Dear Aya inserts the English word “repurpose” into a sentence that is predominantly Indonesian within a complete clause structure. This is an example of intra-sentential code mixing
24.	<i>Sebenarnya meditasi selama 5 menit aja tuh bisa</i> works, <i>asalkan intention kamu betul-betul kamu</i> set, breathing <i>kamu juga kamu relaksin.</i>	14.15	In Dear Aya's statement, there is a combination of several English elements, namely “works,” “intention,” “set,”

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			and “breathing”, with Indonesian. This mixing occurs in a single clause without separating the words, making it an example of intra-sentential code mixing.
25.	<i>jadi kamu bisa cari dan akses guided meditation dan coba praktis meditasi yang pengen kamu sesuaikan sama diri kamu sekarang.</i>	15.08	In this utterance, Dear Aya inserts the English element “guided meditation” into Indonesian. This is an example of intra-sentential code mixing because the English element is mixed into a sentence structure that begins with Indonesian, without separating the sentences
26.	<i>dia juga ada mindfulness time gitu, jadi kamu bakal diajak meditasi,</i>	15.44	In this statement, Dear Aya inserts the English phrase “mindfulness time” into Indonesian. This is an example of intra-sentential code mixing because the English phrase is mixed into a sentence structure that begins with Indonesian, without separating the sentences.
27.	<i>Jadi even dalam keadaan kamu yang kurang baik aja, kamu tuh udah bisa ngajak otak kamu untuk ini loh,</i>	16.57	Dear Aya combines English and Indonesian here, namely the word “even”, which is English, followed by Indonesian. This is in line with Hoffman's theory of intra-sentential code mixing.
28.	<i>aku tuh bisa look back, ih ternyata banyak banget ya hal yang bikin aku bersyukur.</i>	17.22	Dear Aya combines English and Indonesian here, namely the word “look back”, which is English, followed by Indonesian. This is in line

			with Hoffman's theory of intra-sentential code mixing.
29.	<i>Otak kita atau sistem saraf dalam diri kita gak bisa ngebedain imaginative experience sama real experience.</i>	18.07	Dear Aya slips in “imaginative experience” and “real experience”. The mixture of Indonesian and English in her speech indicates intra-sentential code mixing.
30.	<i>Aku sharing ini karena berdasarkan personal experience aku sendiri.</i>	19.56	The words “sharing” and “personal experience” in English are mixed with Indonesian words. This data is included in the type of intra-sentential code mixing that occurs within the boundaries of a clause, as is its characteristic.
31.	<i>Jangan buka social media, jangan buka sesuatu yang bikin kamu overstimulated.</i>	20.19	Dear Aya combines English and Indonesian here, namely the word “overstimulated”, which is English, inserted by the speaker into Indonesian. This is in line with Hoffman's theory of intra-sentential code mixing.

2. Intra-Lexical Code Mixing

The phenomenon of intra-lexical code mixing occurs within the scope of words. This occurs due to the insertion of affixes from one language to another. Chaer (2003) explains that affixes are parts of words that can change the meaning, type, and basic form of a word (Anggraini, 2022).

No.	Statements	Time	Explanation
1.	Dalam keseharian kamu, mungkin kamu bakal ngerasa moodnya kurang baik, kamu juga bakal ngerasa lebih stres, lebih ngerasa murung, nggak termotivasi, nggak produktif.	3.12	In the statement Dear Aya, there is a mixture of intra-lexical codes, because the word that appears is “moodnya,” where the word “-nya” is an affix from Indonesian, not English.

2.	Karena ini yang terjadi di otak kamu, kamu tuh bakal nge-spike level dopamine kamu secara drastic.	3.47	In Dear Aya's utterance, she mixed languages by using the word "nge-spike." The word "nge-" is a prefix in Indonesian. This is an example of intra-lexical code mixing.
3.	Hal ini akan di-convert sama otak kamu sebagai sesuatu yang oh ternyata hal ini tuh enjoyable dan pleasurable gitu, kayak menyenangkan gitu.	3.55	In the utterance Dear Aya's, this again demonstrate intra-lexical code mixing, because the word that appears is "diconvert", where the word "di-" is a prefix in Indonesian, not English.
4.	Makanya kenapa pagi hari ini adalah prime time banget untuk kamu nge-program ulang dan juga memberikan sebuah intention yang bagus untuk otak kamu melalui afirmasi.	6.10	In Dear Aya's statement, there is intra-lexical code mixing, another example occurs when Aya says "nge-program", where the word "nge-" is a prefix in Indonesian, not English.
5.	Atau tergantung tricky-nya kamu juga sih	8.44	In the utterance Dear Aya's, she mixes languages, saying "tricky-nya." The word "-nya" is a suffix in Indonesian. This is an example of intra-lexical code mixing.
6.	Itu bakal jauh bikin kamu lebih awake dan pasti nge-booster mood kamu untuk jadi lebih produktif lagi, lebih bahagia lagi pada akhirnya.	9.53	In Dear Aya's utterance, she mixes languages, saying "nge-booster." The word "nge-" is a prefix in Indonesian. This is an example of intra-lexical code mixing.
7.	Kalian tau kan manfaatnya ketika kita berjemur di bawah matahari itu.	11.55	In the utterance Dear Aya's, there is intra-lexical code mixing, a similar phenomenon is seen with the word "manfaatnya", where the word "-nya" is an affix from Indonesian, not English.

8.	Meditasi itu basically mengembalikan keadaan otak kita ke natural statenya otak kita.	13.00	In Dear Aya's statement, there is intra-lexical code mixing, because the word that appears is “natural statenya”, where the word “-nya” is an affix from Indonesian, not English.
9.	Itu bakal bikin kamu lebih nge-build lagi, lebih trust lagi,	19.10	In Dear Aya's statement, she mixed her language, namely “nge-build”. The word “nge-” is a prefix in Indonesian. This is one example of intra-lexical code mixing.

3. Involving a Change of Pronunciation

The phenomenon of pronunciation change occurs when people mix languages at the phonological level, for example when Indonesians speak a foreign language, sometimes the words they pronounce are changed by the rules of Indonesian or conversely. Thus, there is a change in pronunciation when people speak foreign words using their everyday accent (Nur et al., 2023). Researchers did not find any data showing changes in pronunciation made by Dear Aya in her YouTube channel videos. Then the level of fluency and eloquence of the speaker in using the two languages is very clear.

From all available data, code mixing in Dear Aya's YouTube channel titled “*7 tips MORNING ROUTINES yang mengubah dirimu menjadi versi terbaikmu!*” often results in intra-sentential code mixing. This occurs because Dear Aya has a habit of mixing codes in her YouTube content and using everyday language so that listeners can understand more easily. This is in line with the factors of code mixing according to (Suandi, 2014: 143), namely the speaker and speaker characteristics. Speakers who use code mixing have their own objectives, namely to change a formal situation into an informal one, and because of the speaker's habits and informal situations (Zulida & Zahara, 2021).

The code mixing that Dear Aya does happens because of the habits and informal situations she creates to get closer to the audience or listeners on her channel. This strategy is a unique selling point, especially in content related to self-development. Hoffman (1991) states that speakers may occasionally use two languages with the same meaning, ensuring that the audience easily understands the message being conveyed (Grace, 2022).

Conclusion

According to the research results above, it can be concluded that this study found 40 code mixing data carried out by Dear Aya in her YouTube channel entitled “*7 tips MORNING ROUTINES yang mengubah dirimu menjadi versi terbaikmu!*” in 2024 which lasted 21.55 minutes. Intra-sentential code mixing appeared most frequently here with a percentage of 77.5% compared to the other two types, 22.5% for intra-lexical code

mixing, and 0% for involving a change of pronunciation. In line with the speaker factors and speaker characteristics according to Suandi (2014: 143), speakers have a habit of mixing codes in their content, so the purpose of using this code mixing is to create closeness with the audience. This finding confirms that code mixing in YouTube channels involving public figures is not only a simple linguistic strategy, but also to reflect their social identity and the growing trend of bilingualism among young people today.

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