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An Analysis of Code Mixing and Code Switching Used in Maudy Ayunda's YouTube Channel Video

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Abstract

The phenomenon of code mixing and code switching takes place in bilingual or multilingual societies. These phenomena occur not only in direct communication but also virtually on social media platforms, such as YouTube. This study was grounded in the theoretical frameworks of Hoffman (1991), who identifies three distinct types of code mixing: intra-sentential code mixing, intra-lexical code mixing, and code-mixing involving pronunciation change. Meanwhile, types of code switching are classified into tag switching, intra-sentential code switching, and inter-sentential code switching (Wei, 2007). This study analyzed the types of code mixing and switching used in one of Maudy Ayunda's YouTube Channel videos entitled "How I manage Stress – Maudy Ayunda," published on October 21, 2020, with a duration of 10 minutes and 44 seconds. It analyzed the qualitative content of one of Maudy Ayunda's YouTube videos. Data were collected by selecting and watching the video, transcribing it, identifying code mixing and code switching within the video, and re-checking the video. Then, the data were analyzed using Miles and Huberman's theory (2014) through data reduction, data presentation, and conclusion. The study's findings revealed that code mixing and code switching were present in Maudy Ayunda's video, where 14 expressions were categorized as code mixing and 12 as code switching. The types of code mixing found in the video were intra-sentential and intra-lexical code mixing. Meanwhile, the kinds of code switching observed in the video included intra-sentential, inter-sentential, and tag switching. This study contributed to understanding how code mixing and code switching occur on social media platforms like YouTube by highlighting the different types of people commonly used in online communication. Future research is encouraged to include more videos or speakers to provide richer and more comprehensive data, as the current study is limited to a single video from a single public figure.

Keywords: *code mixing, code switching, YouTube*

Introduction

As a means of communication, language cannot be separated from people's lives. People use language to communicate and share information, ideas, and perspectives in daily life. As part of social beings, it is a must for everyone to stay connected by interacting with each other, and language is used as the primary tool of communication (Amin, 2020; Ningrum et al., 2023). There are approximately 7,000 languages spoken by people worldwide. People who have at least mastered one language are considered native speakers of that language, which enables them to communicate with others. Nevertheless, the emergence of globalization has increased people's chances of getting connected worldwide (Guo & Yao, 2022). This situation highlights the importance of being able to speak more than one language in addition to one's native language, which can be understood as bilingualism or multilingualism.

Bilingualism refers to a phenomenon in which someone masters two languages and can use the languages equally in daily life communication (Walner, 2016, as cited in Jayanti & Sujarwo, 2019). Additionally, individuals residing in multicultural societies have more opportunities to encounter multiple languages. A state where they can use more than two languages for communication and use them well in different domains is known as multilingualism (Lundberg, 2019). Living in a bilingual or multilingual society influences how people use language. Almelhi (2020) points out that many people commonly use two or more languages in a single conversation and mix or switch between their languages within the utterances. This phenomenon is referred to as code mixing and code switching.

The phenomena of code mixing and code switching are commonly used in society. People use this typical language due to particular circumstances. There are differing perspectives on code mixing and code switching, explaining that these terms are often used interchangeably. However, some research reveals that code mixing and code switching are distinctive. Code mixing means the use of two codes (languages) in terms of lexical terms or grammatical features within an utterance (Muysken, 2000 as cited in Rahmat, 2020). This concept aligns with Siddiq et al. (2020), who note that code mixing involves combining different variations or language elements within a single utterance. Meanwhile, code switching refers to a process of switching from one language to another within an utterance (Ezeh et al., 2022; Suhardianto & Afriana, 2022). Usually, the switch from the native language to the target language or vice versa occurs within complete clauses or sentences within an utterance.

Both code mixing and code switching have different types. Hoffman (1991), as cited in Armiya and Christina (2022) acknowledges three kinds of code mixing: intra-sentential code mixing, intra-lexical code mixing, and involving pronunciation

change. Intra-sentential code-mixing means using different codes (languages) within a single utterance in the form of a word or a phrase. Meanwhile, intra-lexical code mixing refers to the insertion of combined lexical items in two languages. Then, pronunciation changes are related to certain words or phrases that have similar meanings and pronunciations in both languages and are usually part of the absorbed language. Similar to code mixing, code switching consists of three types. They are tag switching, intra-sentential code switching, and inter-sentential code switching (Wei, 2000 as cited in Suhardianto & Afriana, 2022). Wei points out that tag switching refers to the use of a tag phrase, indicating a particular emphasis on expression or meaning. Then, intra-sentential code switching occurs when a switch between two languages takes place within a single utterance. At the same time, inter-sentential code switching relates to the switch appearing outside the sentence or within different utterances.

There are several reasons why people choose to incorporate code-mixing or code-switching into their communication, such as conveying specific ideas, emphasizing certain points, and differentiating between personal and general items (feelings, ideas, etc.) (Almelhi, 2020). Furthermore, code mixing and code switching are employed to substitute particular vocabulary or ideas that cannot be expressed in the first or native language (Astani et al., 2020; Dewi et al., 2024). In real life, code mixing and code switching occur in direct communication. However, nowadays, these phenomena also occur in face-to-face, two-way, or one-way communication.

Nowadays, communication can happen anywhere and everywhere, at any time. People not only communicate directly face-to-face but also communicate virtually using social media (Elmiani et al., 2019; Hilda et al., 2020). Many social media platforms have emerged due to sophisticated technological developments, including WhatsApp, Telegram, Instagram, Facebook, Twitter, and YouTube. Among the platforms mentioned above, YouTube raises much concern around the world. It is known as the most popular video-sharing platform that has a significant impact on providing information all over the world (Kocyigit & Akyol, 2021). In line with this, Ginting et al. (2023) state that 88% of social media users in Indonesia use YouTube as entertainment, learning, or even communication. Especially in Indonesia, many people create content videos on YouTube to share various information, and it is found that within these videos, phenomena of code mixing and code switching occur.

Numerous studies have been conducted to investigate the use of code mixing and code switching in social media platforms, especially on YouTube. Maheswara (2022) conducted a study to discover code mixing and switching in Rintik Sedu YouTube Channel's Video. The result of the study showed that code mixing and

code switching often occurred within the conversation made by the interlocutors. Additionally, Nurhasanah (2021) also carried out a study to identify code switching and code mixing used by Gita Savitri in her YouTube Video and analyze the reasons for having those codes. Another study examining the impact of code switching in YouTube Vlogs on English communication among participants was conducted by Astani et al. (2020). The result of the study indicated that code switching occurred in the conversation mostly in the form of intra-sentential code switching. This code switching impacted the loss of particular vocabulary in Indonesian and the acquisition of new terms in English.

Many videos uploaded on YouTube by some famous people contain valuable information to be learned. The video covers various topics related to current life situations. Maudy Ayunda is one of the most renowned public figures and active content creators on YouTube. In her video, she shares a wealth of information on various topics, making it a worthwhile watch. She mostly shares videos related to her educational journey, motivation, insightful thoughts on life, love, or dreams, knowledge, and even her daily routines. Her YouTube Channel 'Maudy Ayunda' is similar to her stage name and has now reached around 791,000+ subscribers. Most of her audiences come from the millennial generation, who gain much insight after watching the videos due to the relevant issues discussed in them.

This present study aimed to (1) analyze the use of code mixing and code switching in Maudy Ayunda's YouTube Channel's video; (2) find out the types of code mixing and code switching used in the video. This study was limited to the use of code mixing and code switching in daily conversation found on Maudy Ayunda's YouTube Channel's Video, which was in the form of a one-way interaction video using Indonesian and English. To determine the types of code mixing and code switching used in the video, the researcher used Hoffman's (1991) and Wei's (2000) theories of code mixing and code switching. Although a few prior studies were found regarding the analysis of Maudy Ayunda's YouTube video, these studies only focused on analyzing the use of code-switching. These studies overlooked the broader and more nuanced interplay between code mixing and code switching, which often co-occur in natural bilingual discourse. In this present study, the researcher addressed this gap by combining the analysis of two codes (code mixing and code switching) used in Maudy Ayunda's YouTube video. This dual-focused approach provided a more comprehensive understanding of the language and communicative strategies used by Maudy Ayunda, which had not been thoroughly examined in previous research. Therefore, this study contributed novel insights to the existing literature by expanding the analytical framework and offering a richer linguistic perspective on bilingual language use on digital media. In light of this contribution, future research is recommended to explore a wider range of social

media platforms and content creators to determine whether similar patterns of language use occur across different digital environments and demographic groups. This will help build a more comprehensive understanding of bilingual practices in digital communication.

Method

This study employed qualitative content analysis. Based on Elo et al (2014), qualitative content analysis refers to a technique used to analyze specific data and interpret the meanings contained within it. This aligns with Creswell's (2012) idea, which states that content analysis is used to describe specific characteristics of something that can be obtained from written and non-written materials.

In this study, the primary source of data was in the form of video. The video was taken from Maudy Ayunda's YouTube Channel entitled "how I manage stress – maudy ayunda". The video was published on November 14, 2023, with 11 minutes 43 seconds duration. The consideration for choosing this video was that it contained an interesting topic to be discussed, and it applied the use of code mixing and code switching. Ethical considerations were observed in analyzing the video, ensuring that it did not infringe on the subject's privacy and accurately represented the context. This was done to ensure that all data gathered aligned with fair and respectful research practices.

The main instrument of the research was the researcher, who collected data by observing and analyzing the code mixing and code switching used by Maudy Ayunda in her video. The data were analyzed manually by considering the transcription gained from the video.

There are several steps applied in gathering the data such as: (1) choosing the video; (2) watching the video several times; (3) transcribing the data by watching and listening to the video; (4) tabulating data of code mixing and code switching used in the video; (5) categorizing the data collected in the form of a table; (6) re-checking the data based on the original video. After being collected, all data were analyzed based on Miles and Huberman's theory (2014) encompassing three steps: data reduction, data presentation, and conclusion.

Results
Types of Code Mixing Used in the Video

After being analyzed, it was found that Maudy Ayunda used some code mixings in her video. There are fourteen expressions categorized as code mixing found in the video. It is 53% among the expressions found with the use of code switching and code mixing. The classification of code mixing is presented in Table 1 below.

Table 1. Code mixing in "how I manage stress – maudy ayunda" video

Data	Types	Sentences
1	Intra-sentential code mixing	*Hari ini, aku mau ngebahas sesuatu yang aku **personally** juga merasa relevan banget buat aku. [0.06-0.10]* [Today, I want to discuss something that I personally feel is very relevant to me.]
2	Intra-sentential code mixing	*Karena, **to be honest**, beberapa bulan terakhir ini lagi momen-momen **high stress** buat aku dari sisi pekerjaan. [0.17 – 0.25]* [Because, to be honest, these past couple of months have been stressful for me, in terms of work.]
3	Intra-sentential code mixing	*Lagi ada beberapa projek yang jalan secara paralel, and projeknya itu juga bisa dibilang, apa ya **high-stakes**. [0.33 – 0.40]* [There are a couple of ongoing projects and they are all high-stakes projects.]
4	Intra-lexical code mixing	*Oke bentar. Kita harus cari **ingredients-nya** dulu. [0.55 – 1.00]* [OK wait. We have to find the ingredients first.]
5	Intra-sentential code mixing	***While we wait**, aku mungkin pengen ngebahas si **stress management** itu tadi. [1.46 – 1.49]* [While we wait, I might want to discuss the stress management itself.]
6	Intra-sentential code mixing	*Menurut aku, kunci pertama buat aku ya, aku harus bisa membaca sinyal diri sendiri. Jadi, semacam **self-awareness** atau kesadaran diri. [1.52 – 157.]* [In my opinion, the first key for me is that I have to be able to read my own signals. So, it is a kind of self-awareness.]
7	Intra-sentential code mixing	*Biasanya, kalau nunggu kelamaan, kita baru tau pada saat kitanya di titik **burn out**. [2.06 – 2.09]* [Usually, if we wait too long, we will only know when we are at the burnout point.]
8	Intra-sentential code mixing	*Kalau aku lagi di luar atau abis meeting, atau apa, kok aku kayaknya **mentally tired**. [2.21 – 2.26]* [If I'm outside or after a meeting, or something, I feel like I'm mentally tired.]
9	Intra-sentential code mixing	*Jadi, aku mencari aktivitas-aktivitas yang memberikan aku **flow**. [6.44 – 6.46]*

		[So, I look for activities that give me flow.]
10	Intra-sentential code mixing	*Kalau aku stress, aku tu kayak harus kabur dan **be present in some other world.*** *[7.47 – 7.50]* [If I'm stressed, it's like I have to run away and be present in some other world.]
11	Intra-sentential code mixing	*Terus yang terakhir, aku sebenarnya ingin bahas ini aja sih, **action plan.*** *[8.22 – 8.30]* [And finally, I just want to discuss the action plan.]
12	Intra-sentential code mixing	*Tapi yang benar-benar membuat aku **spiralling** atau membuatnya jadi semakin stres adalah **losing a sense of control of the situation.*** *[8.45 – 8.50]* [But what made me spiral or made me even more stressed is losing a sense of control of the situation.]
13	Intra-sentential code mixing	***So**, biasanya yang aku lakuin adalah membuat **action plan** atau kayak **do a little mini audit of where I am and what I am going to do.*** *[9.19 – 9.28]* [So, usually what I do is make an action plan or like doing a little mini audit of where I am and what I am going to do.]
14	Intra-sentential code mixing	*Oke, tadi kamera aku mati karena kepanasan. Jadi, kayak **self-heated.*** *[10.15 – 10.18]* [OK, my camera died because it overheated. So, it's like self-heated.]

Code mixing consists of intra-sentential code mixing, intra-lexical code mixing, and involving pronunciation change (Hoffman 1991, as cited in Armiya and Christina (2022). Referring to Table 1, among those fourteen examples of code mixing, thirteen of them were classified as intra-sentential code mixing, and one expression was considered as intra-lexical code mixing. These types of code mixing are further explained as follows:

   a. **Intra-sentential code mixing**
      This kind of code mixing occurs when the speaker inserts certain words or phrases in a different language within the sentence (Hoffman 1991, as cited in Armiya and Christina (2022). Look at the examples of excerpts taken from Table 1.
      Excerpt 1: *Hari ini, aku mau ngebahas sesuatu yang aku **personally** juga merasa relevan banget buat aku.*
      Excerpt 2: *Lagi ada beberapa projek yang jalan secara paralel, and projeknya itu juga bisa dibilang, apa ya **high-stakes.***

The words "personally" and "high-stakes" are examples of intra-sentential code mixing used by Maudy Ayunda in her video because they are inserted within a single utterance.

b. **Intra-lexical code mixing**

This type of code mixing appears when the speaker combines certain affixes of one language to another other word (Nalantha et al., 2021). Simply, intra-lexical code mixing occurs within a word boundary. Data showed that only one expression can be categorized intra-lexical code mixing in the video and this can be seen from the excerpt below:

Excerpt 1: *Oke bentar. Kita harus cari* **ingredients-nya** *dulu.*

The word "ingredients-nya" is the example of intra-lexical code mixing. This is because the speaker inserted a word in English and combined it with a suffix presented in a different language (Indonesian).

Types of Code Switching Used in the Video

A total of twelve expressions of code switching are identified in Maudy Ayunda's video. It is 47% among the use of expressions that contain code mixing and code switching used in the video. The classification of code switching used in the video can be seen in Table 2 as follows:

Table 2. Code switching in "how I manage stress – maudy ayunda" video

Data	Types	Sentences
1	Intra-sentential code switching	*Hari ini, aku mau ngebahas sesuatu yang aku personally juga merasa relevan banget buat aku and* **it is stress management.** *[0.06 – 0.12]* [Today, I want to discuss something that I personally feel is very relevant to me and that is stress management.]
2	Inter-sentential code switching	*Karena, to be honest, beberapa bulan terakhir ini lagi momen-momen high stress buat aku dari sisi pekerjaan.* ***It is exciting, but stressful at the same time.*** *[0.17 – 0.27]* [Because, to be honest, these past couple of months have been stressful for me, in terms of work. It is exciting, but stressful at the same time.]
3	Inter-sentential code switching	Aku mau bikin matcha latte. ***But, it is special because we are gonna use oat milk!*** [0.47 – 0.52] [I wanna make matcha latte. But, it is special because we are gonna use oat milk!]
4	Intra-sentential code switching	*Oke, pertama-tama aku mau panasin dulu oat-milk nya karena* ***I want matcha latte to be hot, obviously.*** *[1.17*

		– 1.24] [OK, first I want to heat the oat-milk because I want the matcha latte to be hot, obviously.] Intra-sentential code switching
5	Intra-sentential code switching	*Itu aja aku udah kehilangan energi, berarti **at that point I'am already mentally drained.** [2.38 – 2.41]* [I've lost energy, meaning at that point I'm already mentally drained.]
6	Inter-sentential code switching	*Kadang-kadang kita harus tau mungkin di saat itu kita bereaksi lebih dari yang seharusnya. Kita lebih dari rata-rata lah keselnya atau betenya pada saat itu. **That for me is also another signal.** [3.03 – 3.14]* [Sometimes we have to know that maybe at that time we tend to overreact when we are feeling irritated. We feel cranckier than usual. That for me is also another signal.]
7	Inter-sentential code switching	*Buat setiap orang, sinyalnya itu beda-beda banget. **But, I think it is so important to just know your signal, know when you're getting stressed.** [3.21 – 3.27]* [For each person, the signal is different. But, I think it is so important to just know your signal, know when you're getting stressed.]
8	Intra-sentential code switching	Biasanya kalau aku udah merasa mulai stres atau *down,* ***I seek out activities of flow.*** *[6.37 – 6.43]* [Usually when I feel stressed or down, I seek out activities of flow.]
9	Intra-sentential code switching	*Ada orang yang jadi suka banget knitting karena **it gives them a sense of peace.** [7.17 – 7.20]* [There are people who really like knitting because it gives them a sense of peace.]
10	Tag switching	***You know**, I think the reason why being on your phone isn't a state of flow karena walaupun kita mungkin merasa fokus melihat hp kita, tapi sebenernya otak kita tu kemana-mana. [7.53 – 8.02]* [You know, I think the reason why being on your phone isn't a state of flow is because even though we may feel focused looking at our phone, actually our brain wanders off.]
11	Inter-sentential code switching	Eventhough, mungkin sebenarnya kita berdaya kok, punya pengaruh gitu ke dalam situasi yang kita hadapi.

		But, we just feel helpless and that we don't have control and that really stresses me out. [9.04 – 9.18] [Even though, maybe we are actually empowered, we have that influence on the situations we face. But, we just feel helpless and that we don't have control and that really stresses me out.]
12	Inter-sentential code switching	***The world can be a little overwhelming, as we all know.*** *Jadi, mudah-mudahan kalau aku sharing pengalaman aku atau what's useful for me, bisa kalian pakai atau kalian coba di rumah, di keseharian kalian.* *[10.24 – 10.36]* [The world can be a little overwhelming, as we all know. So, hopefully if I share my experience or what's useful for me, you can use it or try it at home, in your daily life.]

Referring to the above table, there are three types of code switching: tag switching, intra-sentential code switching, and inter-sentential code switching (Wei, 2000 as cited in Suhardianto & Afriana, 2022). Based on Table 2, the video employed twelve examples of code switching, which were categorized as follows: six instances of inter-sentential code switching, five cases of intra-sentential code switching, and one instance of tag switching. The examples of this code switching were further explained as follows:

1. **Inter-sentential code switching**
   This type of code switching occurs when the speaker switches language in different utterances. Look at the examples of excerpts taken from the Table 2.
   *Excerpt 1: Buat setiap orang, sinyalnya itu beda-beda banget. **But, I think it is so important to just know your signal, know when you're getting stressed.***
   *Excerpt 2: Eventhough, mungkin sebenarnya kita berdaya kok, punya pengaruh gitu ke dalam situasi yang kita hadapi. **But, we just feel helpless and that we don't have control and that really stresses me out.***
   From the examples above, we could identify that the italic and bold sentences were categorized as inter-sentential code switching, because the speaker switched languages from Indonesian to English, and the switching occurred after finishing one sentence.
2. *Intra-sentential code switching*
   Intra-sentential code switching takes place when the speaker switches the language within single utterance. Look at the examples of excerpts taken

from the Table 2.

Excerpt 1: *Biasanya kalau aku udah merasa mulai stres atau down,* ***I seek out activities of flow.***

Excerpt 2: *Ada orang yang jadi suka banget knitting karena* ***it gives them a sense of peace.***

From the examples above, we could identify that the italic and bold sentences were categorized as intra-sentential code switching, because the speaker switched languages from Indonesian to English, and the switching occurred within a single utterance.

3. **Tag switching**

Tag switching occurs when the speaker uses a specific tag phrase to emphasize a particular idea. Refer to the example excerpt from Table 2.

Excerpt 1: You know*, I think the reason why being on your phone isn't a state of flow karena walaupun kita mungkin merasa fokus melihat hp kita, tapi sebenernya otak kita tu kemana-mana.*

Based on the example above, the word "you know" was part of a tag-switching pattern. It was inserted by the speaker aiming to emphasize the point and reassure the audience about her idea.

Discussion

The research findings revealed dynamic use of code mixing and code switching in Maudy Ayunda's spoken discourse. It is not a surprise that code mixing and code switching often occur among young generations during their daily practices. According to Nordin (2023), code mixing and code switching, as symbols of linguistic phenomena, often happen to facilitate effective communication by the interlocutor. On the other hand, the use of code mixing and code switching could also represent the speaker's identity, demonstrate language proficiency, and connect more meaningfully with the audience. As it is referred back to Maudy Ayunda's background, it is known that she is well educated. Henceforth, code mixing and switching occurred frequently as she gained increased exposure to multiple languages and interacted with diverse linguistic resources. In line with this, Kamal and Roy (2024) support the idea that people with advanced educational backgrounds are more prone to using code mixing and switching because they grow up in a learning environment that exposes them to multiple languages and requires them to navigate diverse languages for different linguistic contexts.

Among the fourteen expressions of code mixing found in the video, thirteen were categorized as intra-sentential code mixing, while the other was categorized as intra-lexical code mixing. The dominant use of intra-sentential code mixing underscored a seamless integration of English terms within Indonesian syntactic

structures. Issa et al. (2025) propose that the use of intra-sentential code mixings found in any conversations is a clever way to communicate more clearly and effectively, as well as represent a strong identity of the speaker. In line with this, it indicated that Maudy Ayunda had a strong command of Indonesian and English. She employed English terms for stylistic emphasis, expressing concepts that may lack a precise equivalent in Indonesian. On the other hand, intra-lexical code mixing was found in the expressions of *"ingredients-nya"*. This was an example of how the English root was usually blended with the Indonesian suffix. Many recent studies found that the use of intra-lexical code mixing is a form of flexibility and creativity in language use, indicating the adaptation of foreign words to local grammatical rules (Issa et al., 2025). Based on the video, it could be understood that Maudy Ayunda often adapted foreign words to fit local grammatical norms. While intra-sentential and intra-lexical code mixings were observed in the video, no code mixing involving pronunciation changes was identified. It could be assumed that Maudy Ayunda tends to place less emphasis on the phonological adaptation.

Besides, the findings above confirmed notable code-switching patterns, including inter-sentential, intra-sentential, and tag switching, which Maudy Ayunda undertook in the video. Inter-sentential code switching was frequently used, indicating that the speaker had a conscious shift between the two languages. Rini and Moehkardi (2021) mention that the existence of inter-sentential code switching, both in formal and informal contexts, can be considered an emphasis on the point of the conversation. Referring to the video, it was agreed that Maudy Ayunda highlighted the expression immediately after she switched into English, indicating emphasis on the topic she discussed. Meanwhile, the use of intra-sentential code switching, which occurred within single utterances, indicated Maudy Ayunda's strong bilingual skills, as she demonstrated ease in transitioning between the two languages. This made her communication more precise and expressive. In line with this, Furthermore, tag switching seemed to be less in the video, yet it was implied as discourse markers that helped Maudy Ayunda engage her audience and emphasize specific points.

The frequent intra-sentential code mixing and inter-sentential code-switching found in the findings implied that Maudy Ayunda primarily used Indonesian as her primary language and integrated the language with English. Through these linguistic patterns, she served as a bilingual figure accustomed to hybrid communication styles. Though she used two languages, she remained connected to her mother tongue identity while exploring the use of a global language. It highlighted that English as a dominant international language was deeply embedded in the formal and digital communication done by most people worldwide, generally, as well as Indonesian youth and professionals (Almelhi,

2020).

Conclusion

Code mixing and code switching are two phenomena of language use that commonly occur in society. It underscored the richness of the linguistic repertoire usually used in bilingual speech. Code mixing and switching are widely used in social media, especially in YouTube videos. The findings of this study revealed that code mixing and code switching were present in one of Maudy Ayunda's YouTube videos, entitled "How I Manage Stress – Maudy Ayunda". In addition, twenty-six expressions were analyzed in the video, of which fourteen were categorized as code mixing and twelve were classified as code switching. Of fourteen examples of code mixing, thirteen were categorized as intra-sentential code mixing, and one expression belonged to intra-lexical code mixing. Furthermore, of the twelve examples of code switching, six were inter-sentential code switching. In comparison, five of them were classified as intra-sentential code switching and the other one as tag switching.

The implication of this study is to present information relating to the phenomena of code mixing and code switching, as well as types of code mixing and code switching used by people in society, especially on social media, which can be observed through YouTube videos. By providing the analysis of code mixing and code switching as well as the types used in the video, it can give new insights and a better understanding of code switching and code mixing commonly used in the society. Subsequently, this study has a limitation on the use of video only as a source of information from one public figure, resulting in limited information and research scope. Hence, it is expected that future studies can expand the sources to enrich the data collection and the result as well.

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