

## Analysis of Code Mixing on the Youtube Channels of Viral Z- Generation Indonesian Youtubers

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### Abstract

This study aimed to identify the types and functions of code mixing found in Shasa Zania and Kiara Leswara on their YouTube channels. The methodology that is used in this study is a qualitative research method, and the research design is the case study. The result of this study showed that there are 3 types of code mixing namely insertion, alternation, and congruent lexicalization. Starting from Insertion 56,25%, alternation 26,04%, and finally congruent lexicalization 17,71% the total is 100%. Moreover, the research also showed that 5 functions of code mixing were found in the videos such as talking about a particular topic, the intention of clarifying the speech content for the interlocutor, interjection, being empathetic about something, and repetition used for clarification. Starting from talking about a particular topic 34,5%, the intention of clarifying the speech content for the interlocutor 29,6%, interjection 17.3%, being empathetic about something 9.9%, repetition used for clarification 8.7%.

### INTRODUCTION

There are situations where a significant percentage of individuals understand two or more languages, according to the sociolinguistics phenomenon, which studies how society uses languages. A person who is multilingual can speak more than two languages, whereas a bilingual person can speak two languages. According to Braun 1937, as cited in Margana (2015) bilingualism is the ability to speak and understand multiple languages fluently. Language is also necessary for social engagement to meet communication demands. According Audibella (2020) in order to communicate information or other things, the speaker must talk in an international language.

Sociolinguistics, the linguistics and sociology combine, studies how language varies among individuals and in different social contexts. Spolsky (2010), highlighting the connection between language usage and the social context. According to Nida (2012) as cited in Santos, et al (2022) linguistics and sociolinguistics are helpful approaches to understanding and observing the various functions of language. Understanding the various roles that language plays require an understanding of the complementing viewpoints provided by linguistics and sociolinguistics. We can obtain a

thorough understanding of language's phonology, morphology, syntax, and semantics through the study of linguistics.

According to Priyatna, Rukmini, & Pratama (2022) using linguistic components from one unique language into another is known as code-mixing, or interference. As state by Nababan in Yuliana (2015) cited in Astri & Fian (2020), code-mixing is the capacity to switch between languages audibly or in a comparable written text while having a discussion. Code-mixing can be used to represent cultural identity, send feelings, or bridge linguistic gaps, among other communicative functions. Besides, Musyken (2002) said the occurrence of lexical and grammatical elements from multiple languages inside a phrase or clause. Code-mixing is the term used to describe the presence of lexical and grammatical components from various languages within a phrase or clause.

In relation to Muysken (2002) states that there are various kinds of code mixing. Such as congruent lexicalization, alternation, and insertion. Insertion is a kind of code mixing in which a speaker introduces a foreign language within a sentence that is written in their native tongue. Language structures exhibit alternation that consistent with the definition, alternation is a kind of code mixing in which a speaker uses their native tongue while presenting a different language. Congruent lexicalization happens in material from different lexical inventories into a shared grammatical structure.

Tarihonan, Fachriyah, Tressyalina, & Sumirat (2022) state when communicating, members of Generation Z combine Indonesian and English. Code-mixing is a sociolinguistic phenomenon that has an influence on social media as information and communication technology (ICT) advances. The Z generation frequently participates in code mixing and code switching for several reasons. The first one is Globalization and Multiculturalism, then Social Media and Technology, next is Language and Cultural Identity. This shows how adaptable their language is in handling a varied and changing social context. Consistent with Reinikainen, Kari, & Louma-Aho (2020) being the first generation to have grown up with digital communication at their access, Generation Z is frequently referred to as "Digital Natives".

Social media platforms like YouTube have a significant impact on how people live their lives. These days, the most widely used social media platform for learning is YouTube. YouTube is a digital platform for sharing videos (Fadhil & Nurhajati, 2012). Ogirima, Tolulope, Temitope (2021) said that it is clear that YouTube has a very good influence on education, indicating its revolutionary significance in the field of education. According to Burgess and Green (2018) as cited in Wentker & Schneider (2022), YouTube is a location of participatory culture, which is a crucial yet complex field of study. As cited in Afryanti, Daud, & Muthalib (2021) the phenomenon of code-mixing is readily seen in many YouTube videos, and it has evolved into a popular style of speech among YouTube viewers. This phenomenon is also observed among Indonesian Youtubers and influencers, such as Shasa Zania and Kiara Leswara, who has recently been the subject of much discussion among Generation Z. They frequently speak in both English and Indonesian in their videos.

Researcher is interest in examining how code mixing is use in this investigation. In reaction to this study, analysis consider some of the relevant research studies that have been investigated. Another thing that makes researcher interest in conducting this study is because Shasa Zania's subscribers totaled 82,000 and Shasa Zania's viewers totaled 103,000 on the video entitled "First Vlog of 2024 - Very Productive Day" and Kiara Leswara's subscribers totaled 576,000 and Kiara Leswara's

viewers totaled 21,000 on the video entitled "A Day in My Life/Daily Vlog: Productive Content Shooting". In reaction to this study, analysis consider some of the relevant research studies that have been investigated. First, researcher is Siahaan & Johan (2020), Second, researcher Herman, Thao, Purba, & Uina Simanjuntak (2020), and the last researcher is Audibella (2022).

This study aimed to find out the types of code mixing used by Shasa Zania and Kiara Leswara in YouTube Channels and to find out the function of code mixing used by Shasa Zania and Kiara Leswara in YouTube Channels.

## **METHOD**

Based on the research objectives that will find out the types of code mixing used by Shasa Zania and Kiara Leswara in YouTube Channels and to find out the function of code mixing used by Shasa Zania and Kiara Leswara in YouTube Channels, this study uses qualitative case study methods. Muhammad (2014) define qualitative research is a method of gathering descriptive data via the use of written or spoken statements from subjects and their behavior. Creswell, J. W. (2012) as cited in Tussa'diah, H, E, & Hasibuan (2021). asserts that qualitative research involves data inquiry. Those take the shape of words or images as opposed to statistics and figures. Therefore, the researcher in this study analyzes the phenomena rather than using numbers to explain or describe it. Using Shasa Zania and Kiara Leswara Youtube channels as a data source, this research focus on the information that become its aims in this case.

Therefore, in this study, the primary the researcher is the instrument, however in order to do the study more easily, auxiliary tools including a book, pen, laptop, digital dictionary, and cell phone were needed. In order to categorize the many forms of code mixing in the Shasa Zania and Kiara Leswara YouTube Channels, this research required tables for analysis. Then, researcher used transcript document for the research instrument.

Data is collected through documentation analysis. Researcher take a few actions to collect study data, such as: 1) Look for the Shasa Zania and Kiara Leswara YouTube channels; 2) Select the video titled "First vlog of 2024-a very productive day", "A day in my life/ Daily Vlog productive content shooting day" from Shasa Zania and Kiara Leswara YouTube Channels. 3) download the videos; 4) view it many times; 5) transcribe data while listening to audio; 6) note any code mixing that occurs in the video. 7) Make a table and group code mixing that have been found; 8) Verify the data again using the original audio. In the end, it was documents will be used as the primary source of data to assess the condition of the study object.

## **Data Analysis Procedures**

Furthermore, there are three phases in the analysis process such as data reduction, data display, and conclusion or verification. This study drops the variety of data that was gathered during the data reduction phase. The data for this study are shown in narrative and graphical formats at the data display stage. Then the final step was drawing conclusion from the data analysis that involves calculating the overall frequency of each kind of code mixing so that a narrative explanation could be provide.

**FINDINGS**

This chapter presents and discusses the findings of the research based on the data collected. After the code mixing in Shasa Zania and Kiara Leswara Youtube Channels are analyzed using the steps presented in data analysis. Through the observation within the research, it identified that Shasa Zania and Kiara Leswara frequently speech in two languages, English and Indonesia. Shasa Zania and Kiara Leswara combined those two languages in their conversation.

There are three types and function of code mixing which been categorized. Insertion, Alternation, Congruent Lexicalization. Also, the function of code mixing which been categorized. Talking about particular topic, being emphatic about something, interjection, repetition used for clarification, Intention of clarifying the speech content for interlocutor, expressing group identity, quoting somebody else.

**Table 1. Types Code Mixing of Shasa Zania and Kiara Leswara**

Types	Occurrence	Percentage
Insertion	54	56,25%
Alternation	25	26,04%
Congruent Lexicalization	17	17,71%
Total		100%

Table 1 shows that the code-mixing type Insertion appears most often in the Shasa Zania and Kiara Leswara videos with the appearance of 54 clauses (56,25%), then there is the code-mixing type Alternation in the Shasa Zania and Kiara Leswara videos with 25 clauses (26,04%), finally there is code mixing type Congruent Lexicalization with 17 clauses (17,71%) appears least in the videos of Shasa Zania and Kiara Leswara. Based on this research data, there are 96 clauses in the Shasa Zania and Kiara Leswara videos, the types found in the two videos are Insertion, Alternation, Lexicalization.

**Table 2. Function Code Mixing of Shasa Zania and Kiara Leswara**

Function	Occurrence	Percentage
Talking about particular topic	28	34,5%
Intention of clarifying the speech content for interlocutor	24	29,6%
Interjection	14	17,3%
Being emphatic about something	8	9,9%
Repetition used for clarification	7	8,7%
Total		100%

Table 2 shows that the code-mixing function talking about particular topic appears most often in Shasa Zania and Kiara Leswara's video with the appearance of 28 clauses (34,5%), then there is the code-mixing intention of clarifying the speech content for interlocutor function in Shasa Zania

and Kiara's video. Leswara has 24 clauses (29,6%), then there is an Interjection code mixing function in Shasa Zania and Kiara Leswara's video with 14 clauses (17.3%), then there is a code-mixing function being empathetic about something in Shasa Zania and Kiara Leswara's video with 8 clauses (9.9%), the last one with the fewest is the code-mixing repetition used for clarification function in the Shasa Zania and Kiara Leswara video with 7 clauses (8.7%). Based on this research data, there are 81 clauses in the Shasa Zania and Kiara Leswara video. The functions found are talking about a particular topic, intention of clarifying the speech content for interlocutor, Interjection, being empathetic about something, repetition used for clarification.

### Types of Code-Mixing

In this section, the analysis focuses on identifying and describing the types of code-mixing present in Shasa Zania and Kiara Leswara YouTube channels, following the framework proposed by Pieter Muysken (2002). Muysken's typology categorizes code mixing into three main types: insertion, alternation, and congruent lexicalization.

#### Insertion

Based on findings Shasa Zania Youtube channel, insertion is found in the data, such as data number 1, 14, 15, 37, and 42. For example, the data takes from the data number 1.

(1) "*hari ini agendanya ada aku bekerja terus abis itu **make-up, make upnya sama make-up artist***"

This sentence, in bold is English. The code mixing that occurs in this sentence occurs due to the process of mixing codes through a process related to inserting words from a foreign language into text or other language structures. This sentence is including into Insertion because the speaker uses Indonesian conjunctions with familiar English words "**make up nya**".

Based on findings Kiara Leswara Youtube channel, insertion is found in the data, such as data number 7, 11, 24, and 26. For example, the data takes from the data number 7.

(7) "**hallo everyone**, *aku udah di rumah*".

This sentence, in bold is English. The code mixing that occurs in this sentence occurs due to the process of mixing codes through a process related to inserting words from a foreign language into text or other language structures. This sentence is including into Insertion because the speaker uses words that are actually in English but are very familiar in Indonesia. "**hallo everyone**".

#### Alternation

Based on findings Shasa Zania Youtube channel, alternation is found in the data, such as data number 4, 6, 12, 28, and 41. For example, the data takes from the data number 4.

(4) "*Temen aku, temen dekat aku **one of my best friends is getting marriage today and I'm so happy for her***"

This sentence, in bold is English. The code mixing that occurs in this sentence occurs because the Indonesian sentence is mixed with the English sentence, first the Indonesian sentence is mixed with the English sentence. "**one of my best friends is getting marriage today and I'm so happy for her.**"

Based on findings Kiara Leswara Youtube channel, alternation is found in the data, such as data number 6, 9, 16, 25, and 29. For example, the data takes from the data number 6.

(6) "**will see how gonna be** *karna aku tuh pengen biar nulis jadwal ngonten gitu*"

This sentence, in bold is English. The code mixing that occurs in this sentence occurs because the Indonesian sentence is mixed with an English sentence, first the English sentence is mixed with the Indonesian sentence. “**will see how gonna be**”.

### **Congruent Lexicalization**

Based on findings Shasa Zania Youtube channel, congruent lexicalization is found in the data, such as data number 23, 32, 38, 48, and 49. For example, the data takes from the data number 23.

(23) “*ini adalah **vanila ice cream, terus ada mango juice and I’m done***”

This sentence, in bold is English. The code mixing that occurs in this sentence occurs because this type allows the use of two different grammars at the same time. this type tends to be applied randomly to two languages. “**vanilla ice cream, mango juice and I’m done**”

Based on findings Kiara Leswara Youtube channel, congruent lexicalization is found in the data, such as data number 5, 15, 22, and 27. For example, the data takes from the data number 5.

(5) “*jadi aku bisa **shoot story tanpa ada suara dari luar, so yeah wish me luck***”

This sentence, in bold is English. The code mixing that occurs in this sentence occurs because this type allows the use of two different grammars at the same time. this type tends to be applied randomly to two languages.” **Shoot story, so yeah wish me luck**”.

### **Function of Code-Mixing**

This section delves into the functions of code mixing in Shasa Zania's YouTube channel, employing the theoretical framework proposed by Hoffman (1991). Hoffman identifies several functions of code mixing, including, talking about particular topic, Interjection, being emphatic about something, intention of clarifying the speech content for interlocutor, repetition used for clarification.

By a study of these functions in the context of Shasa Zania dan Kiara Leswara videos, the research aims at understanding the communicative goals behind her utilization of different languages. This analysis highlights the strategic function of code mixing in improving connection, meaning, and connection for a wide range of viewers. It also emphasizes the importance of code mixing in the context of multilingual digital communication as a whole.

### **Talking about Particular Topic**

Based on findings Shasa Zania Youtube channel, talking about particular topic is found in the data, such as data number 1, 6, 12, and 13. For example, the data takes from the data number 1.

(1) “**oh, helo good morning to you guys, ini adalah vlog pertama aku di tahun 2024**”

If speaking about a certain topic, people can choose using one language than another. However, occasionally, talking about any particular topic could cause a speaker’s language to become mixed.

Based on findings Kiara Leswara Youtube channel, talking about particular topic is found in the data, such as data number 2, 8, and 9. For example, the data takes from the data number 2.

(2) “**hallo everyone, aku udah dirumah**”

If speaking about a certain topic, people can choose using one language than another. However, occasionally, talking about any particular topic could cause a speaker’s language to become mixed.

### **Repetition Used for Clarification**

Based on findings Shasa Zania Youtube channel, repetition used for clarification is found in the data, such as data number 2, 4 and 22. For example, the data takes from the data number 2.

(2) “*hapus **make up** juga karena ini **heavy make-up** banget kan*”

A bilingual person will use both of their fluent languages to explain the same idea in order to make their speech easier to understand. The other person is going to be better able to understand what they are saying.

Based on findings Kiara Leswara Youtube channel, repetition used for clarification is found in the data, such as data number 18 and 26. For example, the data takes from the data number 18.

(18) “*aku sekarang mau **shoot dulu story story** yang masih harus aku **shoot***”

A bilingual person will use both of their fluent languages to explain the same idea in order to make their speech easier to understand. The other person is going to be better able to understand what they are saying.

### Interjection

Based on findings Shasa Zania Youtube channel, interjection is found in the data, such as data number 5, 19 and 21. For example, the data takes from the data number 5.

(5) “*terus aku bakalan jadi **bridesmade** nya*”

Code mixing in bilinguals may sometimes indicate to an interjection or sentence connector. It may happen accidentally or on purpose.

Based on findings Kiara Leswara Youtube channel, interjection is found in the data, such as data number 11, 22 and 27. For example, the data takes from the data number 11.

(11) “*jadi aku mau selesain **storynya** terus abis itu aku mau makan, terus mau selesain **story story** sisanya*”

Code mixing in bilinguals may sometimes indicate to an interjection or sentence connector. It may happen accidentally or on purpose.

### Being Emphatic about Something

Based on findings Shasa Zania Youtube channel, being emphatic about something is found in the data, such as data number 28, 32 and 33. For example, the data takes from the data number 28.

(28) “***hello** aku sekarang sudah selesai **meetingnya** dan aku **happy banget with the result** tapi ini kaya **secret project** yang tadi aku bilang*”

The variety and complexity of human communication appears in the complex and varied phenomenon of combining languages to communicate powerful thoughts or feelings. As a result, bilingual people are able to express their ideas and feelings fully through more types of language.

Based on findings Kiara Leswara Youtube channel, being empathetic about something is found in the data, such as data number 10, 17 and 25. For example, the data takes from the data number 10.

(10) “***oke make up is done, what do you guys think? I love how hydrating the base is***”

The variety and complexity of human communication appears in the complex and varied phenomenon of combining languages to communicate powerful thoughts or feelings. As a result, bilingual people are able to express their ideas and feelings fully through more types of language.

### **Intention of Clarifying the Speech Content for Interlocutor**

Based on findings Shasa Zania Youtube channel, intention of clarifying the speech content for interlocutor is found in the data, such as data number 11, 18 and 31. For example, the data takes from the data number 11.

(11) “*ni adalah smoke chicken pake cheddar cheese*”

There will usually be a lot of code-mixing when bilingual or multilingual people communicate with each other. This shows that the message of the conversation is clear and understandable to those listening.

Based on findings Kiara Leswara Youtube channel, intention of clarifying the speech content for interlocutor is found in the data, such as data number 4, 21 and 24. For example, the data takes from the data number 4.

(4) “*sekarang aku mau shoot dulu buat kerjaan kerjaan*”

There will usually be a lot of code-mixing when bilingual or multilingual people communicate with each other. This shows that the message of the conversation is clear and understandable to those listening.

So, the results of the analysis that researchers have carried out have found three types of code mixing, namely Insertion, alternation and congruent lexicalization. For examples of code-mixing insertion types, five are from Shasa Zania's YouTube videos and five are from Kiara Leswara's YouTube videos, then for examples of alternation code mixing types, five are from Shasa Zania's YouTube videos and five are from Shasa Zania's YouTube videos and finally for examples of congruent lexicalization type code mixing. five from Shasa Zania's YouTube videos and five YouTube videos from Kiara Leswara. Furthermore, the results of the analysis that researchers have carried out have found five functions of code mixing, namely, talking about a particular topic, Intention of clarifying the speech of content for interlocutor, interjection, being empathetic about something, repetition used for clarification.

### **DISCUSSION**

After researching and analysing the data, the researcher found similar results or the same results between this study and previous researchers which became the researcher's reference. "Code Mixing Used by Nadiem Anwar Makarim in Selected YouTube Videos" by Priyatna et al 2020. The similarity between my research and previous research is that they both use qualitative methods, this research both examines code mixing in videos on YouTube channels. Furthermore, "An Analysis of Code Mixing in Twitter" by Syfaat et al 2019, the similarity between my research and the research that has been carried out previously is that they both research the types of code mixing and both use the theory from Musyken (2002), namely that according to his view there are three types of code. mixing, namely Insertion, alternation, congruent lexicalization, the next equation is that this research analysis code mixing on social media.

Next, equation is that the same uses the observation method combined with writing techniques, which is the data collection method used in this research. The same research also uses the analytical method. data using data reduction, data visualization, and drawing up conclusions. Last insertion is the most common form in Twitter status updates.

Finally, "Code Mixing Analysis in a Religious Speech (Sociolinguistic Study)" by Hidayati et al 2023, the similarities between my research and previous research are that they both researched code-mixing functions and types and both used descriptive qualitative methods, the final similarity

between the previous research and my research is that this research both uses the grand theory of code-mixing functions from Hoffman (1991). This research also examines code mixing because this phenomenon is quite common in Indonesia, especially among the younger generation who are exposed to various foreign languages through social media, films, music, etc. English is one of the foreign languages that is most often mixed with Indonesian, because it is an international language that is functional and useful.

The difference between previous research and my research is that in the results of this research Lexicalization & congruent substitution are the second most popular applications. together one sentence, English words, phrases, and clauses are mixed together with Indonesian language code. Lastly, this research also only examines the type of code mixing and the research object is only one object.

## CONCLUSION

In the last subsection in the search and discussion, the researcher tabulated and analyzed the data collected into two separate tables, the first table contains three categories of code-mixing types and the second table contains seven categories of code-mixing functions.

81 (eighty-one) data were found in function code mixing and 96 (ninety-six) data were found in type code mixing, which were discussed in the previous chapter, sourced from two YouTube videos with different channels, the data discussed in the previous chapter. These numbers are accompanied by what occurs in videos which are categorized as code mixing type and code-mixing function. From this data, researchers examined several types and functions of code mixing that appeared in the YouTube videos of Shasa Zania with the title and Kiara Leswara with the title.

Researchers also analyzed the types of code mixing using the grand theory of code-mixing types from Musyken (2002). According to Musyken (2002), code mixing types are divided into three, namely insertion, alternation, congruent lexicalization. Researchers can find all types of code mixing from two videos from different YouTube channels. Starting from Insertion 56,25%, alternation 26,04%, and finally congruent lexicalization 17,71% the total is 100%.

Furthermore, the researcher also analyzed the function of code mixing by using the grand theory of the function of code mixing from Hoffman (1991), according to which there are seven types of code mixing, namely, talking about a particular topic, intention of clarifying the speech content for the interlocutor, interjection, being empathetic about something, repetition used for clarification. Researchers can find five code mixing functions from two videos from different YouTube channels. Starting from talking about particular topic 34,5%, intention of clarifying the speech content for interlocutor 29,6%, interjection 17,3%, being empathetic about something 9,9%, repetition used for clarification 8,7% the total is 100%.

In fact, many people use the terms code mixing interchangeably. However, some linguists distinguish that code mixing refers to the hybridization of two languages (e.g., *parkear*, which uses English roots and Spanish morphology). Since the speaker mixes two languages during a conversation, it's known as code mixing. Words or phrases from one language blended into another are called parts of language. Code mixing is the entire changing of one language for another. However, code mixing occurs when the speaker combines language A and language B at the clause or phrase level.

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