

CODE-MIXING IN MERRY RIANA AND REZA RAHADIAN'S YOUTUBE DISCOURSE

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Received: 2026-05-06

Accepted: 2026-06-05

Published: 2026-06-17

Abstract

This study investigates code-mixing practices in the YouTube discourse of Merry Riana and Reza Rahadian, particularly in the episode "Speaking Out About Politics, Family, and Identity." Drawing on Suandi's sociolinguistic framework, the study examines the types of code-mixing and the factors influencing their occurrence in digital communication. Using a qualitative content analysis approach, the data were collected through transcription, observation, and note-taking techniques from a podcast video uploaded on YouTube. The findings reveal 287 instances of code-mixing consisting of clause-level (155), word-level (75), and phrase-level (57) insertions, with clause-level code-mixing appearing most frequently. All identified forms are categorized as outward code-mixing due to the insertion of English elements into Indonesian discourse. The dominant influencing factors include the use of popular terms, bilingual identity, communicative efficiency, and speakers' linguistic habits. The study demonstrates that code-mixing functions not only as a linguistic phenomenon but also as a strategic communicative practice for constructing professional identity and audience engagement in digital media discourse.

Keywords: *bilingualism; code mixing; communication; sociolinguistics; YouTube.*

1. Introduction

In bilingual and multilingual societies, the use of more than one language within a single interaction has become a common sociolinguistic phenomenon. Speakers frequently alternate between languages to achieve communicative goals, negotiate meaning, and express social identity. Mackey and Fishman, as cited in Chaer and Agustina (2010), define bilingualism as the use of two languages by an individual in social interaction. Such linguistic conditions contribute to the emergence of various language contact phenomena, one of which is code-mixing. Code-mixing refers to the insertion of linguistic elements from one language into another language being used in an utterance. These insertions may occur at the level of words, phrases, or clauses. According to Chaer and Agustina (2010), code-mixing occurs without changes in the conversational situation or topic. In contemporary digital communication, this phenomenon increasingly appears not only in face-to-face interaction but also across digital media platforms such as podcasts, interviews, and YouTube video content.

The rapid growth of digital podcasts has transformed public communication into a more interactive and dialogic form of discourse. Unlike scripted monologic content, podcasts provide spontaneous conversational settings in which speakers negotiate identity, professionalism, and audience engagement simultaneously. From a sociolinguistic perspective, digital podcasts represent a significant site for examining how bilingual speakers strategically employ language in public discourse. In this context, code-mixing is not merely a reflection of bilingual competence but also a communicative resource for constructing professional identity and maintaining interactional dynamics with audiences. Moreover, clause-level code-mixing deserves particular attention because it reflects a higher degree of bilingual fluency and syntactic integration compared to word- or phrase-level insertions. The use of clauses from another language may indicate deliberate rhetorical choices, communicative efficiency, or identity performance in digital interaction.

Theoretically, Suandi (2014) classifies code-mixing based on linguistic level and the origin of borrowed elements. Based on linguistic level, code-mixing includes insertions at the word, phrase, and clause levels. Meanwhile, based on the origin of linguistic elements, code-mixing is categorized into inward code-mixing and outward code-mixing. Suandi (2014) further explains that the occurrence of code-mixing is influenced by several factors, including speakers' linguistic habits, limited vocabulary, the use of popular terminology, communicative goals, and bilingual background. This framework enables a systematic analysis of both the structural forms and sociolinguistic motivations underlying code-mixing practices in digital discourse.

One example of this phenomenon can be found in the YouTube podcast hosted by Merry Riana featuring Reza Rahadian in the episode entitled "Speaking Out About Politics, Family, and Identity." In the conversation, both speakers predominantly use Indonesian while frequently inserting English elements into their utterances. The interaction demonstrates how bilingual public figures strategically integrate two languages within professional digital communication. The use of code-mixing in this context functions not only to convey information efficiently but also to create relatability, emphasize particular meanings, and project a modern professional image before audiences. Previous studies have shown that code-mixing may enhance communicative effectiveness in multilingual interaction (Fathir et al., 2026), express social identity in digital communication (Purba et al., 2024), and strengthen interpersonal engagement with audiences (Hikmarezki & Widayati, 2024). These findings indicate that code-mixing carries both linguistic and sociocultural significance within contemporary media discourse.

Several previous studies have investigated code-mixing in digital media contexts. Umifa et al. (2022) found that code-mixing in Maudy Ayunda's YouTube videos was influenced by bilingual background, limited terminology, and the use of popular expressions. Nasution et al., (2023) demonstrated that bilingual competence significantly influenced the use of code-mixing in Nessie Judge's content. Wardani and Wahyono (2026) further revealed that code-mixing on the Keluarga Bacil YouTube channel reflected linguistic identity and audience adaptation. In addition, Aprillia et al. (2022) and Arika et al. (2025) emphasized that code-mixing has become a widespread phenomenon within bilingual communities and digital communication practices. However, previous studies predominantly focus on entertainment-oriented content creators and monologic discourse, while limited attention has been paid to dialogic podcast interactions involving professional public figures. Moreover, the strategic role of code-mixing in constructing professional identity within

Indonesian digital discourse remains underexplored. Existing studies also tend to emphasize lexical insertions, whereas clause-level code-mixing as a more complex bilingual structure has not been sufficiently analyzed.

Based on these gaps, this study offers a different perspective by positioning code-mixing not only as a linguistic phenomenon but also as a strategic communicative practice within digital podcast discourse. This study specifically examines the types of code-mixing based on the origin of borrowed elements and linguistic levels, as well as the factors influencing their occurrence, using Suandi's (2014) sociolinguistic framework. Therefore, this study aims to (1) identify the types of code-mixing based on the origin of borrowed elements, (2) describe the forms of code-mixing based on linguistic levels, and (3) analyze the factors influencing the use of code-mixing in the YouTube conversation between Merry Riana and Reza Rahadian.

2. Literature Review

Research on code-mixing in the YouTube interview between Merry Riana and Reza Rahadian requires a comprehensive theoretical framework to explain how bilingual speakers strategically employ multiple languages in digital communication. In contemporary sociolinguistic studies, language is no longer viewed merely as a neutral communication tool but as a social practice closely related to identity construction, audience positioning, and communicative negotiation within specific contexts. The increasing expansion of digital media platforms, particularly YouTube podcasts, has intensified multilingual interaction and created new spaces where bilingual speakers dynamically combine linguistic resources during public discourse.

From a sociolinguistic perspective, language use is strongly influenced by social context, communicative purposes, and speakers' identities. Suandi (2014) explains that sociolinguistics examines language variation and language choice within particular social situations. Similarly, Chaer and Agustina (2010) argue that language use reflects speakers' relationships with their social environment and communication settings. However, contemporary sociolinguistic scholarship has moved beyond viewing bilingual practices merely as language alternation. Blommaert (2010) emphasizes that language practices in globalization are closely connected to mobility, identity performance, and digital interaction. In digital discourse, bilingual speakers often use multiple linguistic codes strategically to negotiate professionalism, modernity, and audience engagement.

The phenomenon of code-mixing has also been widely discussed within international sociolinguistic scholarship. Gumperz (1982) conceptualizes bilingual language practices as contextualization cues that help speakers construct social meaning during interaction. Myers-Scotton (1993) further argues that bilingual speakers consciously select linguistic codes to index social identity and communicative intentions. Meanwhile, Muysken (2000) conceptualizes code-mixing as a complex bilingual speech phenomenon involving insertion, alternation, and congruent lexicalization. This perspective broadens the understanding of code-mixing beyond simple lexical insertion by emphasizing the structural and interactional complexity of bilingual discourse.

Recent developments in digital sociolinguistics also highlight the relevance of translanguaging practices in online communication. Wei (2018) argues that translanguaging in digital communication reflects dynamic multilingual identity construction and flexible

meaning-making practices among bilingual speakers. This perspective is particularly relevant in the context of YouTube podcasts, where speakers frequently combine linguistic resources to maintain interactional flow, establish relatability, and strengthen audience connection. Therefore, code-mixing in digital podcasts should not be understood solely as a linguistic deviation or casual bilingual habit, but also as a strategic communicative practice shaped by social and technological contexts.

In multilingual societies such as Indonesia, bilingualism becomes an important sociolinguistic foundation for understanding code-mixing practices. Ma'arif and Lailia (2022) explain that bilingual speakers frequently alternate between languages depending on communicative needs and interactional settings. Chaer and Agustina (2010) further note that bilingual proficiency does not necessarily indicate equal mastery of both languages, as speakers may demonstrate dominance in one language while strategically employing another for specific communicative functions. In digital communication contexts, bilingual ability allows speakers to combine linguistic elements flexibly in order to create modern, professional, and audience-oriented discourse.

The emergence of code-mixing is also inseparable from language contact phenomena. Language contact occurs when two or more languages interact within social communication, leading to linguistic influence and hybrid language practices. According to Chaer and Agustina (2010), language contact may produce phenomena such as code-switching, code-mixing, interference, and borrowing. In the digital era, language contact becomes increasingly intensive due to global media exposure, social networking platforms, and transnational communication practices. Adnyana (2023) explains that digital communication environments intensify multilingual interaction and shape speakers' communicative habits and cultural identities. Consequently, the integration of English elements into Indonesian discourse on social media reflects broader sociolinguistic transformations in contemporary communication.

Within this study, code-mixing is understood as both a linguistic phenomenon and a strategic communication practice. Suandi (2014) classifies code-mixing based on the origin of borrowed elements and linguistic levels. Based on linguistic origin, code-mixing includes inner code-mixing, outer code-mixing, and hybrid code-mixing. Based on linguistic level, code-mixing may occur at the word, phrase, and clause levels. Clause-level code-mixing is particularly significant because it demonstrates a more complex level of bilingual competence involving syntactic integration and communicative fluency. This form often reflects speakers' deliberate rhetorical strategies and stronger bilingual control compared to simple lexical insertion.

Several factors influence the occurrence of code-mixing in communication. Suandi (2014) identifies factors such as communicative goals, speaker background, use of popular terminology, prestige orientation, conversational setting, and audience adaptation. Maharani et al. (2025) further explain that code-mixing reflects speakers' social identity, communication style, and interactional preferences. In digital public discourse, code-mixing is frequently used by public figures to project professionalism, modernity, and cosmopolitan identity while simultaneously maintaining communicative intimacy with audiences. Therefore, code-mixing functions not only as linguistic variation but also as a symbolic strategy for identity construction in digital public spaces.

Research on code-mixing in digital media has been widely conducted, particularly on YouTube platforms. Umifa et al. (2022) found that code-mixing in Maudy Ayunda's YouTube

videos was influenced by bilingual background, popular terminology, and communication style. Nasution et al. (2023) demonstrated that bilingual competence and audience orientation significantly influenced code-mixing practices in Nessie Judge's digital content. Septiaresmi et al. (2024) further revealed that bilingual family identity shaped code-mixing practices on the Kimbab Family YouTube channel. Other studies by Putri (2022), Wardani and Suwandi (2021), and Setyaningrum (2019) also emphasize the relationship between code-mixing, bilingual identity, and audience engagement in digital communication.

Nevertheless, previous studies predominantly focus on entertainment-oriented content creators, monologic communication, and lexical-level code-mixing. Limited attention has been given to dialogic podcast interactions involving professional public figures in Indonesian digital discourse. Furthermore, the strategic role of clause-level code-mixing in constructing professional identity and interactional positioning remains underexplored. This theoretical and empirical gap highlights the need for further investigation into how bilingual public figures strategically employ code-mixing within professional digital communication.

Therefore, this study offers a novel perspective by analyzing code-mixing not only as a linguistic phenomenon but also as a strategic communicative practice in digital podcast discourse. This study focuses on the types of code-mixing based on the origin of borrowed elements and linguistic levels, as well as the factors influencing their occurrence in the YouTube conversation between Merry Riana and Reza Rahadian. By integrating local sociolinguistic frameworks with contemporary international scholarship, this study aims to contribute to broader discussions on bilingual communication, digital discourse, and identity construction in multilingual societies.

3. Research Method

This study employed a qualitative approach using content analysis to investigate code-mixing practices in the YouTube podcast conversation between Merry Riana and Reza Rahadian entitled "Speaking Out About Politics, Family, and His Identity." A qualitative approach was selected because the study aimed to explore the sociolinguistic meanings, communicative functions, and contextual factors underlying code-mixing practices in digital discourse. Sugiyono (2023) explains that qualitative research focuses on understanding meanings, interpretations, and social phenomena within their natural contexts rather than emphasizing numerical measurement. Content analysis was used as the primary analytical method because it enables the systematic identification, classification, and interpretation of linguistic phenomena within communication data. According to Bungin (2018), content analysis is a research technique used to produce valid and replicable interpretations by considering communication contexts.

The selection of the podcast episode was based on several considerations. First, the episode presents a dialogic interaction between two professional public figures with bilingual communication backgrounds. Second, the discussion topics concerning politics, family, and identity create a natural conversational setting that encourages spontaneous language use and code-mixing practices. Third, the podcast format allows extended interactional exchanges, making it suitable for examining clause-level code-mixing and communicative strategies in digital discourse. Therefore, the selected episode provides rich sociolinguistic data relevant to the objectives of this study.

The data in this study consist of utterances containing code-mixing produced by Merry Riana and Reza Rahadian throughout the podcast conversation. The data source was obtained from a video uploaded on Merry Riana's official YouTube channel with a duration of 1 hour, 3 minutes, and 15 seconds. Data collection was conducted through documentation, listening, and note-taking techniques. The researcher downloaded the video, repeatedly listened to the conversation, transcribed the utterances, and identified segments containing code-mixing. Repeated observation was conducted to ensure data accuracy and contextual understanding.

To strengthen analytical rigor, the study employed a coding system based on Suandi's (2014) sociolinguistic framework. The coding process was conducted in several stages. First, all utterances containing code-mixing were identified and transcribed. Second, the utterances were coded according to the origin of borrowed linguistic elements, namely inner code-mixing, outer code-mixing, and hybrid code-mixing. Third, the data were classified based on linguistic levels, including word-level, phrase-level, and clause-level code-mixing. Finally, the researcher analyzed the sociolinguistic factors influencing code-mixing practices, such as communicative goals, bilingual identity, use of popular terminology, prestige orientation, and audience adaptation.

The analytical framework used in this study is presented in the following table.

Table 1.

Analytical Framework of Code-Mixing

Analytical Aspect	Category	Theoretical Reference
Origin of borrowed elements	Inner, outer, hybrid code-mixing	Suandi (2014)
Linguistic level	Word, phrase, clause	Suandi (2014)
Influencing factors	Identity, communicative goals, prestige, audience adaptation, popular terms	Suandi (2014); Chaer & Agustina (2010)

To ensure coding reliability and analytical validity, the study applied peer checking and inter-rater validation procedures. The coding results were reviewed and discussed with academic peers familiar with sociolinguistic analysis to minimize subjective interpretation and improve consistency in data classification. In addition, coding validation was conducted by repeatedly reviewing the transcription data and comparing the identified categories with the theoretical framework employed in the study.

Data validity was further strengthened through triangulation techniques, including source triangulation, methodological triangulation, and temporal triangulation. Source triangulation was conducted by comparing code-mixing data across different segments of the conversation. Methodological triangulation involved the use of multiple data collection techniques, namely documentation, listening, transcription, and note-taking. Temporal triangulation was conducted by reviewing the data repeatedly at different times to ensure consistency in interpretation. Furthermore, persistent observation was applied throughout the analysis process to obtain a comprehensive understanding of the communicative context.

This study also considered ethical aspects of digital research. The podcast analyzed in this study was publicly accessible on YouTube, and the data were used solely for academic purposes. The researcher maintained the authenticity of the utterances without altering the original conversational context to ensure research integrity and accurate interpretation.

4. Results and Discussion

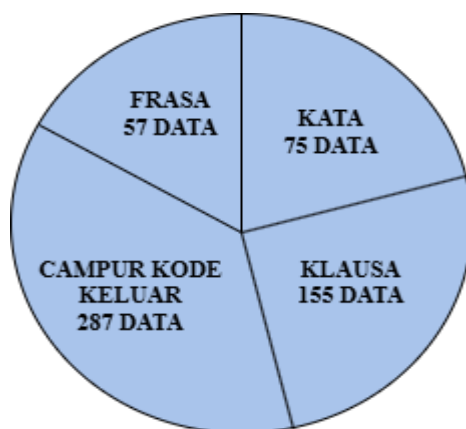
Based on the research findings, the use of code-mixing in the conversation between Merry Riana and Reza Rahadian demonstrates significant linguistic variation at the word, phrase, and clause levels. These findings support Suandi's (2014) theory that code-mixing may occur across multiple linguistic structures in bilingual communication. However, beyond merely identifying linguistic forms, the findings also reveal how bilingual public figures strategically employ English elements as part of identity construction, audience positioning, and communicative negotiation within Indonesian digital discourse.

The analysis process was conducted systematically through transcription, identification of code-mixing utterances, coding procedures, classification of linguistic forms, analysis of sociolinguistic factors, and interpretative analysis. Through this process, 287 instances of code-mixing were identified, consisting of word-level, phrase-level, and clause-level insertions. All identified data were categorized as outward code-mixing because the speakers inserted English elements into Indonesian discourse.

The distribution of code-mixing data is presented in the following diagram.

Figure 1.

Distribution of Code-Mixing Forms in Merry Riana and Reza Rahadian's YouTube Conversation



Based on Figure 1, code-mixing was identified at the word, phrase, and clause levels. Among the three categories, clause-level code-mixing emerged as the most dominant form with 155 data, followed by word-level code-mixing with 75 data and phrase-level code-mixing with 57 data. The dominance of clause-level code-mixing indicates that the speakers do not merely insert isolated English vocabulary but also employ more complex grammatical structures involving complete subject-predicate constructions.

This finding suggests a relatively high degree of bilingual fluency and reflects the normalization of English as symbolic capital within Indonesian digital media discourse. Unlike word- or phrase-level insertions, clause-level code-mixing requires more advanced linguistic competence because speakers must maintain grammatical coherence while shifting between

languages. In this context, English functions not only as a supplementary linguistic resource but also as a marker of professionalism, modernity, and global orientation in public digital communication.

Meanwhile, word-level and phrase-level code-mixing continue to function as communicative strategies for efficiency, emphasis, and audience relatability. Frequently used English expressions such as “audition,” “casting,” “single parent,” and “privilege” have become increasingly normalized in Indonesian urban discourse, particularly in entertainment and social media contexts. The use of these expressions demonstrates how English lexical items are socially perceived as more practical, expressive, and culturally relevant in contemporary communication.

4.1 Word-Level Code-Mixing

The use of word-level code-mixing demonstrates the integration of globally recognizable English terminology into Indonesian communication practices. In Data D1, the word “audition” is inserted into Indonesian discourse. Rather than functioning merely as lexical borrowing, the use of “audition” reflects the dominance of entertainment-industry terminology that has become socially normalized among Indonesian audiences. The speaker's choice to maintain the English term instead of using its Indonesian equivalent positions the interaction within a professional entertainment context familiar to digital audiences.

Similarly, in Data D2, the use of the word “relate” demonstrates how contemporary bilingual speakers strategically employ English vocabulary to express emotional connection more naturally and efficiently. In Indonesian digital discourse, the expression “can relate” has become part of popular online interaction and youth communication culture. Therefore, the use of this term not only reflects bilingual competence but also constructs audience intimacy through expressions widely recognized within digital communities.

The use of “casting” in Data D3 further reinforces the influence of professional and entertainment discourse on bilingual communication practices. The term carries industrial and cultural associations that may not be fully represented through direct Indonesian translation. Consequently, code-mixing functions not only for communicative convenience but also for maintaining discourse authenticity in professional media interaction.

Likewise, the insertion of the word “privilege” in Data D4 reflects the growing influence of global digital discourse on Indonesian sociolinguistic practices. In contemporary Indonesian online communication, “privilege” is strongly associated with discussions of social class, opportunity, and identity politics. Its use in the conversation demonstrates how English terminology may carry stronger sociocultural implications and symbolic meanings than equivalent Indonesian expressions.

4.2 Phrase-Level Code-Mixing

Phrase-level code-mixing demonstrates a more complex integration of English structures into Indonesian discourse. In Data D5, the phrase “single parent” is employed without translation despite the availability of Indonesian equivalents. This finding suggests that the English phrase has become socially institutionalized within Indonesian public discourse, particularly in media narratives and discussions concerning family identity. The

use of the phrase also contributes to audience positioning by employing terminology widely recognized within urban and digital communication contexts.

In Data D6, the phrase “financial support” reflects communicative efficiency and professional discourse orientation. English phrases related to finance, business, and professional life are frequently maintained in bilingual discourse because they are perceived as more formal, modern, and internationally oriented. This demonstrates how code-mixing symbolically constructs professional identity and intellectual credibility in public communication.

Meanwhile, the phrase “maybe more” in Data D7 illustrates the informal and conversational function of phrase-level code-mixing. The insertion of short English phrases contributes to conversational fluidity and reflects the naturalized use of bilingual expressions in spontaneous digital interaction. This phenomenon supports Wei’s (2018) argument that multilingual speakers dynamically combine linguistic resources to negotiate meaning and interactional relationships in digital communication.

4.3 Clause-Level Code-Mixing

Clause-level code-mixing represents the most linguistically complex form identified in this study. In Data D8, clauses such as “I have some salt” and “Okay, let’s eat” demonstrate complete grammatical integration involving subject-predicate structures. The use of full English clauses indicates a higher degree of bilingual competence compared to simple lexical insertion. More importantly, these clauses contribute to conversational spontaneity and interactional engagement, creating a relaxed and globally oriented communication style commonly associated with digital podcast discourse.

Similarly, the clause “It’s interesting” in Data D9 functions not only as a linguistic insertion but also as a discourse marker expressing evaluation and interpersonal positioning. The use of English evaluative clauses in Indonesian discourse reflects how bilingual speakers strategically employ English to create emphasis, sophistication, and conversational dynamism in public communication.

In Data D10, the utterance “Reza Rahadian is very versatile” was identified as clause-level code-mixing because it contains a complete grammatical structure consisting of a subject (“Reza Rahadian”) and predicate (“is very versatile”). This corrected transcription fulfills the grammatical requirements of an English clause. The use of the adjective “versatile” reflects professional evaluation discourse commonly associated with global entertainment industries. Sociolinguistically, the clause constructs Reza Rahadian’s public identity as a flexible, accomplished, and internationally recognized actor. The insertion of English evaluative language therefore functions not merely as bilingual practice but also as symbolic prestige performance within Indonesian digital media discourse.

Overall, the findings demonstrate that code-mixing in the conversation between Merry Riana and Reza Rahadian functions beyond linguistic variation alone. The use of English elements reflects communicative strategies associated with professionalism, prestige construction, audience engagement, and bilingual identity performance within contemporary digital public discourse. The dominance of clause-level code-mixing particularly indicates that English has become increasingly normalized as symbolic capital among Indonesian public figures operating within digital media environments.

5. Conclusion

Based on the findings and discussion, it can be concluded that code-mixing in the conversation between Merry Riana and Reza Rahadian functions not merely as a linguistic phenomenon but also as a strategic communicative practice within Indonesian digital podcast discourse. The occurrence of code-mixing at the word, phrase, and clause levels demonstrates the speakers' bilingual flexibility in utilizing English and Indonesian simultaneously to achieve communicative effectiveness, audience engagement, and interactional fluidity. The dominance of clause-level code-mixing further indicates a relatively high degree of bilingual competence and reflects the increasing normalization of English as symbolic capital in Indonesian digital media communication.

The findings also reveal that outward code-mixing, particularly the insertion of English elements into Indonesian discourse, is closely associated with the construction of professionalism, modernity, and global identity in public communication. Factors such as the use of popular terminology, bilingual background, communicative goals, and speakers' linguistic habits significantly influence the emergence of code-mixing practices. In this context, English is not only employed as an additional linguistic resource but also functions symbolically to position speakers as educated, globally connected, and socially relevant public figures within digital media environments.

Theoretically, this study contributes to sociolinguistic scholarship by extending the discussion of code-mixing beyond structural linguistic classification toward its role as a communicative and identity-construction strategy in digital discourse. The study also strengthens contemporary perspectives on bilingual communication by demonstrating how clause-level code-mixing operates as a marker of interactional competence and symbolic prestige in Indonesian podcast communication. Furthermore, the integration of local sociolinguistic frameworks with contemporary international perspectives provides a broader understanding of bilingual practices in digital public spaces.

Nevertheless, this study has several limitations. First, the research relies on a single data source, namely one podcast episode from Merry Riana's YouTube channel, which may limit the generalizability of the findings across broader digital communication contexts. Second, the analysis primarily focuses on verbal linguistic elements and does not comprehensively examine multimodal aspects such as gestures, facial expressions, intonation, visual presentation, and audience interaction, which may also contribute to meaning construction in digital discourse.

Therefore, future studies are recommended to conduct multimodal discourse analysis in order to explore the interaction between verbal and non-verbal communication in bilingual digital media practices. Future research may also expand the scope of investigation through cross-platform studies involving podcasts, Instagram, TikTok, and other social media platforms to examine how code-mixing practices vary across digital communication environments. In addition, comparative studies involving different public figures, professional backgrounds, or audience communities would provide a deeper understanding of bilingual identity construction and communicative strategies in contemporary multilingual societies.

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