



Code-Mixing and Code-Switching in the TV Culinary Show MasterChef Indonesia

Muhammad Yusuf ^{*1} & Abdul Gapur ²

^{1,2}Faculty of Language & Communication, Universitas Harapan Medan, Medan.

*Corresponding Author: muhammadyusuf@unhar.ac.id

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ABSTRACT

This research examines the linguistic phenomena of code-mixing and code-switching in Indonesian culinary television programs, focusing on MasterChef Indonesia Season 11. The research identifies the forms of code-mixing, which include inner, outer, and hybrid mixing of languages, as well as different types of code-switching, such as tag switching, inter-sentential switching, and intra-sentential switching. The factors influencing these language shifts include globalization, the influence of foreign cultures, the need for commercial appeal, limitations in Indonesian vocabulary, and the communication habits of individuals in the culinary media. The research reveals that foreign terms, especially English, are commonly used in culinary contexts to describe techniques, ingredients, and concepts without direct Indonesian equivalents. While the use of foreign languages can enrich the Indonesian vocabulary and aid in adapting modern concepts, concerns arise regarding the erosion of the purity of Indonesian and its shifting status concerning global languages. The study underscores the importance of strategic measures for language preservation, including promoting awareness of linguistic identity and enforcing policies that ensure proper Indonesian use in mass media. The findings contribute to a deeper understanding of language dynamics in public television and its potential impact on developing and preserving Indonesian as the national language.

Keywords: Indonesian Language, Indonesian Culinary, Public Television Space, Code-Mixing, Code-Switching

1. Introduction

With the advancement of technology and shifts in trends within the television industry, significant changes have occurred in the language used in culinary programs on television. In the early 2000s, digital television traces showed various culinary programs featuring authentic Indonesian language. However, there has been a noticeable change in language usage in television culinary programs in recent years. The contrast is seen in one of the popular TV culinary shows today, such as Masterchef Indonesia.

Many current television culinary programs, like Masterchef Indonesia, exhibit signs of language contact, characterized by code-mixing and code-switching between foreign languages and Indonesian (Fadillah, 2023; Mulyani et al., 2023; Pujiono, 2015). Foreign languages are often mixed with Indonesian in culinary contexts, creating an intriguing phenomenon for research. This shift prompts questions about the reasons behind these changes and their impact on using the Indonesian language in culinary content presented on public television.

Therefore, this study aims to uncover the linguistic phenomena occurring in the culinary world within public television. By examining the changes in Indonesian language usage in television culinary programs, this research analyses the forms of code-mixing and code-switching. It seeks a deeper understanding of the factors influencing these shifts. The results of this research are expected to provide new insights into the use of the Indonesian language in culinary contexts on public television and its potential impact on the preservation and development of Indonesian as a national language.

Several studies have been conducted on code-mixing and code-switching within the context of television. For instance, Lee and Zhu (2023) examined impoliteness through code-switching in Cantonese talk shows in Hong Kong, exploring the norms governing code-switching and impoliteness in these shows. Their research highlights how language choices can reflect social dynamics and communication strategies in media, particularly about cultural contexts and language contact phenomena.

Another study by Puspitasari and Dewanti (2020) analyzed the types and functions of code-mixing used by hosts in the Sarah Sechan Talk Show on NET TV. They classified utterances into two types of code-mixing, using code-mixing theory to examine how hosts navigate between languages to engage viewers. This research demonstrates the complexity of language use in Indonesian television and the communicative purposes behind language alternation in media discourse.

Vanyushina and Hazaymeh (2021) explored code-switching to English as a communication tool in Jordanian Arabic. Their findings suggest that English code-switching in Jordan extends beyond specific social classes, driven by factors like education, mass media, and politeness. Similarly, Riaz (2019) explored the frequency of code-mixing in Pakistani television ads to assess the impact of English on Urdu. His research found that the influence of English is prevalent in the advertising industry, revealing broader trends in language contact in public media.

Building on these prior studies, this research extends the investigation into code-mixing and code-switching, focusing specifically on the Indonesian language in culinary programs on television. By exploring the types and functions of code-mixing and the factors influencing language shifts, this study seeks to contribute new insights into how Indonesian is used in culinary contexts on public television. Additionally, it addresses how these language phenomena may impact the preservation and development of Indonesian as a national language, offering a novel perspective on language use in contemporary media.

From this background description, this research has answered the problem: How do forms of code-mixing and code-switching manifest in the culinary world on Indonesian public television? What factors contribute to code-mixing and code-switching in the culinary world on Indonesian public television? What is the potential impact of shifts in Indonesian language usage, characterized by code-mixing and code-switching, on preserving and developing Indonesian as a national language within public television?

2. Method

The research employs a qualitative methodology (Gunawan, 2015; Moleong, 2014) to describe and uncover hidden and intentionally concealed meanings within the use of the Indonesian language in culinary programs on public television. This approach aims to understand the language phenomena occurring in this context comprehensively.

The research focuses on utterances featuring code-switching and code-mixing in Indonesian television culinary programs. Data sources for this research include video recordings from several culinary-themed shows across various television stations, such as MasterChef Indonesia.

The data source is from Season 11 of MasterChef Indonesia, which airs every Saturday and Sunday at 16:30 WIB on RCTI. The analysis will be based on episodes from the official MasterChef Indonesia YouTube channel (<https://www.youtube.com/watch?v=GHYf-RhvWD8&t=4s>). The data is the code-mixing and code-switching sentences from the source.

Data collection techniques include documentation and purposive sampling (Gunawan, 2015). Documentation and purposive sampling are applied to analyze the communication processes and the occurrences of code-switching and code-mixing in culinary programs through video recordings. The researcher plays the role of an observer, focusing on listening to the communication processes without direct participation. Data validity is assessed using semantic validity to evaluate the extent to which the data accurately reflects instances of code-switching and code-mixing.

Reliability is tested through intra-rater reliability, involving repeated, meticulous observation and examination of the research subjects. For data analysis, the study employs the intralingual matching method with the technique of contrasting comparison (Mahsun, 2012), which aims to identify differences among the compared data. This technique is used to distinguish between code-switching and code-mixing in television utterances and to classify these phenomena based on their types and underlying factors.

3. Result and Discussion

The results of this research address the established research questions, which include the forms of code-mixing and code-switching in the culinary world on Indonesian public television, the factors influencing the use of code-mixing and code-switching in this context, and the potential impact of shifts in the use of Indonesian language on the preservation and development of Indonesian as a national language within public

television.

3.1. Forms of Code-Mixing

The forms of code-mixing identified include the mixing of English with Indonesian and the mixing of regional languages with Indonesian. Here are some examples of the forms of code-mixing found:

Table 1. The Examples of Forms of Code-Mixing

1. Code mixing with English	2. Code mixing with regional languages (Indonesian regional languages)
<ul style="list-style-type: none"> ▪ <i>Kalian adalah 24 kontestan yang bukan karena keberuntungan tapi berhasil menunjukkan tekad, ambisi, dan skill.</i> (You are 24 contestants who are not lucky but have succeeded in showing determination, ambition and skill.) ▪ <i>Challenge kali ini adalah diri kalian.</i> (This time the challenge is yourself) ▪ <i>The real heat ya... Itu adalah sekarang, di galeri masterchef Indonesia.</i> (The real heat huh... That is now, in the Indonesian masterchef gallery) ▪ <i>Mungkin kalian sudah merasakan panasnya bootcamp, tapi saya yakinkan kepada kalian semua, panas yang sebenarnya ada di sini, di galeri masterchef Indonesia.</i> (You may have felt the heat of bootcamp, but I assure you all, the real heat is here, in the masterchef Indonesia gallery.) ▪ <i>This is just the beginning, perjalanan kalian masih sangat panjang</i> (This is just the beginning, your journey is still very long) ▪ <i>Kalian bebas ke pantry bolak-balik dan utensil room untuk berkreasi.</i> (You are free to go back and forth to the pantry and the utensil room to be creative.) ▪ <i>Ketika hasilnya buruk, that shows who you are.</i> (When the results are bad, that shows who you are.) ▪ <i>Di challenge pertama ini aku masak sate, yang colorful.</i> (In this first challenge I cooked colorful satay) ▪ <i>Guys, waktu kalian tinggal 45 menit ya.</i> (Guys, you have 45 minutes left) ▪ <i>Sate itu kan basicnya manis, aku kan manis terus aku bikin colorful dengan warna - warna paprika.</i> (Satay is basically sweet, I like it sweet and then I make it colorful with colored peppers.) 	<ul style="list-style-type: none"> ▪ <i>Aduh menggambarkan sa pu diri, sa saja tidak bisa menggambarkan</i> (Oh my, I can't even describe myself.) ▪ <i>Sa bingung sa bingung sa bingung.</i> (I'm confused) ▪ <i>10 menit 1 ada di pantry sana, saking sa bingung, belum lagi sa pikir ni sa mau masak apa, baru sa lihat bahan ini juga, sa baku cari sampai dong kasih nama juga lain aneh – aneh, haduh</i> (10 minutes 1 was in the pantry there, I was so confused, not to mention I was thinking about what I wanted to cook, I just saw this ingredient too, I was looking for it until I gave it a strange name, oh my) <p style="text-align: right;">(Eastern Indonesian regional dialect)</p>

This table illustrates how different languages are combined in culinary discussions on Indonesian public television, reflecting the dynamic nature of language use in media. Code-mixing can also be classified into inner, outer, and hybrid (Gapur et al., 2018; Lestari & Rosalina, 2022).

3.1.1. Inner code-mixing

Inner code-mixing occurs when elements from Indonesian or regional languages are incorporated into a conversation predominantly in Indonesian. The following is an example of a sentence about inner code mixing.

Sarjia : 10 menit 1 ada di pantry sana, saking sa bingung, belum lagi sa pikir ni sa mau masak apa, baru sa lihat bahan ini juga, sa baku cari sampai dong kasih nama juga lain aneh – aneh, haduh

Sarjia : 10 minutes later I was in the pantry, I was so confused, I couldn't even think of what to cook, I just saw this ingredient, I kept looking for it until I gave it a strange name, gosh.

In this context, the regional language used by Sarjiah originates from the Eastern Indonesian dialect (commonly found in areas such as Maluku or Papua), where speakers frequently integrate local dialect words into everyday Indonesian. Below is an analysis of the elements of code-mixing present:

- "*Sa*" - This is a variation of the first-person pronoun "*saya*" in standard Indonesian. In some regions of Eastern Indonesia, "*sa*" replaces "*saya*" as the first-person pronoun, offering a simpler and more efficient form.

- "*Sa pu*" - This phrase is a literal translation of "*saya punya*," used to indicate possession. In this dialect, "*sa pu*" is a shortened form frequently used in informal conversation to convey possession more familiarly.

- "*Ni*" - This word is a variation of "*ini*" in standard Indonesian. In Eastern Indonesian dialects, "*ni*" often conveys the same meaning as "*ini*," indicating a specific object or item.

- "*Sa baku cari*" - This phrase is an example of code-mixing where "*baku*" means "*mutual*" or "effort together" in the local dialect context. "*Sa baku cari*" can be translated as "I am looking" or "I am trying to find" and reflects a common speech style among speakers from Eastern Indonesia, where they use "*baku*" to indicate an action involving cooperation or effort.

The use of words like "*sa*," "*sa pu*," "*ni*," and "*sa baku cari*" illustrates that Sarjiah, as a contestant on MasterChef Indonesia, brings elements of her regional dialect into the commonly spoken Indonesian used on the show. This demonstrates the distinctive characteristics of inner code-mixing, where local language elements are inserted into the national language without fully switching to the regional language. This phenomenon allows speakers to express their cultural and regional identity while communicating in a language accessible to a broader audience.

3.1.2. Outer Code-Mixing

Outer code-mixing occurs when foreign language elements, such as English, are incorporated into a conversation, predominantly in Indonesian. The following is an example of a sentence that has outer code-mixing.

3.1.3. Hybrid Code-Mixing

Hybrid code-mixing is a blend of the two types of code-mixing above, where elements from regional/Indonesian and foreign languages are mixed within a single sentence or phrase. This is also illustrated in the example sentences in section 3.1.1.

The word "pantry" originates from English, typically referring to a storage area for food or cooking ingredients. Its use has become quite common among Indonesians, especially in contexts related to modern kitchens or household appliances. Using the term "pantry" adds a modern and practical nuance to the conversation, indicating that the speaker is familiar with English kitchen terminology. This word replaces local terms like "*dapur*" (kitchen) or "*tempat penyimpanan*" (storage space), which are more commonly used in everyday Indonesian.

The word "*sa*" is a shortened form of the first-person pronoun "*saya*" (I/me) in Indonesian. Its use here reflects an Eastern Indonesian dialect, which often adopts abbreviated or variant forms of standard Indonesian words, adding an informal and local tone.

In this context, hybrid code-mixing occurs when two languages combine words to convey a single idea or action. Using "pantry" from English paired with "*sa*" from a local dialect creates a phrase that blends the practicality of a global language with local cultural familiarity. This adds variety to the sentence structure and gives the speaker a unique sense of identity. Such phrases reflect the speaker's comfort in using foreign and local language elements in everyday conversation, creating a blended vocabulary with a distinct mixed flavour.

3.2. Forms of Code-Switching

Code-switching occurs when a speaker shifts from one language or dialect to another within a conversation (Fathurrohman et al., 2013; Lee & Zhu, 2023; Mabule, 2015). Below are some examples of code-switching from the data.

Table 2. Forms of Code-Switching

No.	Conversation Snippets	Forms
1	Chef Renatta: " First step , kalian mendapatkan apron Masterchef Indonesia yang kami sudah bilang dari awal itu adalah pintu, kalian untuk menuju tujuan kalian untuk menjadi the next Masterchef Indonesia dan saya ingatkan kita baru mulai, <i>this is just the beginning</i> , perjalanan kalian masih sangat panjang, <u>so you have to always always always do your best</u> , ngga boleh lengah, ngga boleh meleng, ngga boleh lemah sekalipun, paham?"	Tag Switching Inter-Sentential Switching
3	Chef Renatta: "Karena kalian di sini bebas mau masak apa saja, nothing is stopping you , tidak ada yang menyulitkan pekerjaan kalian, kalian dibebaskan bikin yang kalian suka, jadi ketika hasilnya buruk <u>that shows who you are.</u> "	Intra-Sentential Switching Inter-Sentential Switching
4	Chef Arnold: " This will determine mereka nanti uh jalan season 11 ini bagaimana, kalau pertama kali masak di galeri, <u>everyone good, everyone up to the um the standard, it's gonna be an amazing scene.</u> "	Intra-Sentential Switching Inter-Sentential Switching
5	Chef Renatta: "...jadi something new for us too, it's always exciting. " Chef Juna: " Right... Oke. "	Intra-Sentential Switching Tag Switching

Code-switching occurs when speakers switch from Indonesian to English within a conversation. Linguistic classifications of code-switching include three main types: tag switching, inter-sentential switching, and intra-sentential switching (Kurniasih & Zuhriyah, 2017; Lee & Zhu, 2023; Mulyani et al., 2023; Widyaningtyas, 2018). Below are explanations and examples of these types from the data.

3.2.1. Tag Switching

Tag switching involves inserting small elements such as interjections, address terms, or closing expressions from one language into a conversation dominated by another. This usually involves short words or phrases that do not alter the sentence's syntactic structure.

Chef Juna: "**Right... Oke.**"

In these examples, words like "right," "by the way," and "you know" are forms of tag switching used to add emphasis or indicate a casual conversational style.

3.2.2. Inter-Sentential Switching

Inter-sentential switching occurs when a speaker switches languages between different sentences. This can happen between full sentences or after closing clauses.

Chef Renata: ...perjalanan kalian masih sangat Panjang, *so you have to always always always do your best,*

In these examples, language shifts occur between sentences, combining sentences in two languages.

3.2.3. Intra-Sentential Switching

Intra-sentential switching occurs when a speaker switches languages within a single sentence or phrase. This type of code-switching is often more complex as it involves mixing two languages within the same sentence structure.

Chef Renata: “....., jadi Ketika hasilnya buruk **that shows who you are.**”

In these examples, code-switching happens within the same sentence, blending Indonesian and English. These three types of code-switching illustrate how speakers can flexibly switch between languages depending on the context, audience, and communication goals.

3.2. Factors Influencing Code-Mixing and Code-Switching in Culinary TV Programs in Indonesia

Several factors influence code-mixing and code-switching in Indonesian culinary TV programs. One major factor is the impact of globalization and the dominance of foreign popular culture, particularly from the West. The Indonesian culinary world is increasingly exposed to foreign terms and concepts introduced through mass media, including television. Chefs, hosts, and guests in culinary programs often use English or other foreign language terms to describe cooking techniques, ingredients, or dish concepts that lack direct Indonesian equivalents. This reflects how globalization affects language and culture, including in the culinary context.

The need for commercial appeal also significantly contributes to code-mixing and code-switching in TV culinary programs. Foreign languages, especially English, are often perceived as more modern and stylish, which can enhance the program's appeal to viewers, particularly younger audiences familiar with such terms. Producers and presenters might intentionally use code-mixing to attract viewers and convey that their programs are up-to-date with global trends. Additionally, using foreign languages can lend an air of professionalism, especially in the culinary field related to international hospitality and tourism.

Moreover, the lack of direct translations in Indonesian contributes to code-mixing and code-switching. Many technical and specific culinary terms do not have direct Indonesian equivalents, making foreign language usage a practical solution. Terms like "sous vide," "al dente," or "caramelize" are often more easily understood in their original languages than through literal translation. This shows that lexical limitations in Indonesian in certain fields, including culinary arts, drive the use of code-mixing to convey concepts more accurately.

Finally, the habits and communication styles of individuals involved in TV programs also affect code-mixing and code-switching. Hosts or chefs accustomed to using foreign languages in their daily lives, particularly those with education or work experience abroad, naturally incorporate code-mixing in their TV conversations. This communication style often reflects their identity as globally educated and internationally oriented individuals, evident in their interactions with the audience.

Additionally, culinary TV programs' educational and informative goals may also contribute to code-mixing and code-switching. To educate viewers about cooking techniques and culinary terms that may be unfamiliar, code-mixing can serve as a tool to introduce international terminology. Thus, culinary programs provide entertainment and function as educational media, enriching viewers' vocabulary and knowledge of the global culinary world. This, in turn, broadens viewers' perspectives and prepares them to understand the culinary context at an international level.

3.3. Potential Impacts of Shifts in Indonesian Language Use through Code-Mixing and Code-Switching on the Preservation and Development of Indonesian as a National Language in Public Television Context

The shift in Indonesian language use through code-mixing and code-switching in public television, particularly in culinary programs, has significant potential impacts on preserving and developing Indonesian as a national language.

- Erosion of Language Purity and Preservation

One major concern is the erosion of the purity and preservation of the Indonesian language. As code-mixing and code-switching become more common in mass media, especially on television with broad reach, there is a risk that pure and formal Indonesian may become increasingly rare in formal and informal situations. This could lead to a decline in the quality of Indonesian among the public, especially among the younger generation exposed to a model of language mixed with foreign elements.

- Changing Perceptions of Language Status and Prestige

Another impact to consider is the shift in public perception regarding the status and prestige of Indonesians. If foreign languages, particularly English, are continually promoted as more modern, professional, and prestigious, the public might view Indonesian as less competitive or valuable globally. This could diminish national pride in Indonesia, which should be upheld as a symbol of national identity. Such a shift in perception could disrupt efforts to maintain Indonesian as a unifying and official language in various aspects of national life.

- Enrichment of Indonesian Vocabulary

Despite these concerns, code-mixing and code-switching also offer positive potential for the development of Indonesians. Incorporating foreign terms can enrich the vocabulary and facilitate the creation of new words or phrases that can be integrated into Indonesian. If managed effectively, this adoption and adaptation process can help Indonesians evolve into a more dynamic language capable of accommodating modern concepts that lack local equivalents. In this context, linguistic experts play a crucial role in selecting foreign terms and ensuring their adaptation aligns with Indonesian language rules.

- Negative Impact of Over-Reliance on Foreign Languages

On the flip side, excessive reliance on foreign languages can hinder the development of Indonesian. If speakers frequently use foreign terms without efforts to find or create Indonesian equivalents, the creative process in the Indonesian language might be stifled. Consequently, Indonesians could stagnate and fail to keep pace with advancements in science and technology. This highlights the importance of continuous efforts to develop appropriate word equivalents and promote their use across various media, including television.

- Strategic Measures for Language Preservation

Strategic measures should be taken to ensure that shifts in language use through code-mixing and code-switching do not threaten the continuity of Indonesian as a national language. One approach is to enhance public awareness, particularly through education on preserving Indonesian in formal and public communication. Language policies that encourage the proper and correct use of Indonesian in mass media should also be enforced. By managing code-mixing and code-switching wisely, it is possible to support the development of Indonesia, making it richer and more relevant in the era of globalization while preserving the nation's linguistic identity.

4. Conclusion

This research has identified various forms of code-mixing and code-switching in Indonesian culinary television programs, particularly in MasterChef Indonesia Season 11. Code-mixing was categorized into inner code-mixing, outer code-mixing, and hybrid code-mixing, reflecting the integration of local and foreign terms within conversations. Conversely, code-switching was classified into tag switching, inter-sentential switching, and intra-sentential switching, illustrating the transitions between languages at different levels of complexity.

Factors influencing the use of code-mixing and code-switching include globalization, commercial appeal, limitations in Indonesian vocabulary, and television programs' habits and educational goals. Globalization and modernity drive the incorporation of foreign terms, while vocabulary limitations in Indonesian necessitate more precise foreign terms. Additionally, the educational objectives of culinary programs affect the use of foreign languages to introduce viewers to international terminology.

The shift towards using the Indonesian language through code-mixing and code-switching potentially impacts the preservation and development of Indonesia as a national language. Negative effects include the erosion of linguistic purity and changes in perception regarding the status of Indonesians. However, this phenomenon can also enrich the Indonesian vocabulary and promote language adaptation. To ensure the sustainability of the Indonesian language, it is crucial to enhance public awareness and implement language policies that effectively support the use of the national language.

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