



AN ANALYSIS OF CODE SWITCHING AND CODE MIXING IN CINTA LAURA KIEHL'S VLOG: "CINTA LAURA MEMBANTU ANAK - ANAK MELIHAT DUNIA LEBIH JELAS!"

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Abstract: Technological advances have found new ways to express yourself, highlighting your audience more easily. Like making videos that are uploaded to internet sites like YouTube. Uploaded videos are called Vlogs. This is done by Cinta Laura Kiehl in her Video Vlog. Video vlogs can contain works, art, music, and even daily life. the number of celebrities making video vlogs makes the community accept new things, such as the emergence of the phenomenon of using two different languages at one time, or the transfer of one code to another starting to be used by seeing celebrities using or mixing two or more languages in their vlogs. This study examines code switching and code mixing contained in Laura Kiehl's Cinta Laura Kiehl vlog video. The author uses qualitative methods to answer the problem. Therefore, the main purpose of this research is to find out the use of code switching and code mixing, to know the classification of words used and what types of codes are contained in the vlog.

Keywords: Code Switching, Code Mixing, Vlog

INTRODUCTION

Language shows the existence of a community activity that is interconnected and social. In language we can convey what feelings are inside us, such as anger, fear, sadness, joy, emotion, and other feelings, all of which are conveyed in external language through communication. In communicating there is the use of more than one language. The use of two languages is called bilingualism and the use of more than two languages

is called multilingualism. Language is also used as a means to convey and receive a message (Siregar et al., 2021) Someone who uses two languages is more likely to code-mix one native language with another. Bilingualism is a person who has the ability to speak two or more languages fluently, even by using more than one language a group can convey messages with various purposes. At this time the use of two or more languages has spread throughout the country, many speakers speak using two languages

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in one activity, so there are two languages mixed in one sentence.

The use of two different languages has become a general public, even in daily conversations. mother tongue has been mixed with a foreign language when communicating in any form.

In this era, technological advances are growing rapidly making it easier to interact with each other online. According to (Obar & Wildman, 2015) social media is a place to share creativity, ideas, information and express yourself virtually to other internet users. Social media such as YouTube, a website called Vlog or Video Blogging is the number one most visited throughout 2021 in the World. Indonesian people also began to leave television media because they switched to YouTube media.

Vlog or Video Blogging is a form of several activities using audio, video and text media, people who usually make vlogs are called Vloggers, on the one hand Vlogs are also a place to introduce an item. Vlogs are also known as Television on the Internet, through Vlogs someone is required to be creative, continue to find new ideas, following the trend, Vlogs also contain daily life, or someone who is already famous to find more fans, in this case many actresses tend to use two languages in their vlogs.

As social beings, humans are required to mingle with each other, things that are very important in life. To have a good relationship between people, humans are required to have a good language, wise and appropriate use. Therefore, someone who studies language is called linguistics. Linguistics itself is divided into two parts, namely Micro Linguistics and Macro Linguistics. In micro-linguistic contains phonetics, phonology, syntax, pragmatics, morphology, and semantics. From macro-linguistics contains about neurolinguistics, psycholinguistics, sociolinguistics, and other kinds.

Sociolinguistics is the science of deepening the relationship between language and society, identifying the social functions of language,

knowing the use of social meanings and studying different social contexts (Holmes & Janet, n.d.). Sociolinguistics can be interpreted as the study of language related to culture and social phenomena in society. Therefore, Sociolinguistics can provide a new insight into language and culture on phenomena in a society or group. Expressing expressions and feelings with different language styles among a society has become common, also someone will be more confident if they use two different languages.

The use of two or more languages is bilingual, the phenomenon of bilingualism is code mixing. Code mixing is the use of the main language and then inserted with the second language in one sentence. (Sumarsono, 2002) said that code mixing exists when speaking another language and then inserting another language. For example, when someone speaks English and in the middle of the conversation, the sentence is Indonesian. Example "free eyes examination buat anak - anak"

Code mixing are the two things that stand out the most how two languages become one in a sentence (Gullberg & Parafita Couto, 2016) meaning, someone who uses two languages very fluently when speaking is called bilingual. This further proves that code mixing is a process of forming as bilingual.

An example of code mixing "*tapi kita rolling biar ga terlalu banyak*"

The code-mixing phenomenon has also penetrated the world of social media, for example, Cinta Laura Kiehl, a twenty-eight-year-old actress who is of Indonesian – German blood, has a YouTube account to share her activities. In her upload, Cinta Laura Kiehl speaks using code mixing, she has been bilingual since she was young, this is because her parents are of German descent, because living in Indonesia she has to use Indonesian and mix English as a second language. The method of delivering code-mixing is a means of



learning new vocabulary for English language learners.

Along with the development of technology, video blogging, which was once busy being used by Indonesian children's creativity to express their talents in the world of writing, is now starting to be abandoned and shifting to more modern pages. Like making Youtube videos for example, now it is easy for someone to upload any video into the internet that can even be watched millions of times. As in previous researchers who examined an article on a social media link that was only in the form of writing, the researcher conducted research on code switching and code mixing in the form of videos that Cinta Laura Kiehl did through her vlog. The objective of this research are: (1) to find out why Cinta Laura Kiehl uses code switching and code mixing; (2) To find the classification of words used in Cinta Laura Kiehl's Vlog; and (3) To find the types of code switching and code mixing in Cinta Laura Kiehl's Vlog

LITERATURE REVIEW

Sociolinguistics

Sociolinguistics is a part of linguistics that functions to find out social behaviour and language behaviour. The use of a language involves code mixing in an interaction (Harimurti Kridalaksana, 2008). So that sociolinguistics has more priority in studying a language and interactions in society, both language, social, and behaviour. The same thing according to (Chaer Abdul & Agustina Leoni, 2004) sociolinguistics is interdisciplinary in nature related to sociology, and studies between language and social factors in the speaking community. Through sociolinguistics, a language in society can be learned. In studying sociolinguistics, it contains research regarding code mixing, code switching, and the reasons for using bilingualism and multilingualism.

Bilingualism and Multilingualism

As time goes by, the human population expands, there are several exchanges such as cultural, social, and technical aspects. Language education is developing very well in several countries. People who can communicate in two or more languages are even common in this phenomenon, (Garcia & Diaz, 1992) in the 21st century, Becoming or learning like a bilingual with all its forms in his studies, turns out to be the only thing that shapes the world or country become more advanced so as not to be left behind. Being bilingual can be an advantage by expanding the network to different circles.

Changes in time and times make people accustomed to being bilingual until they become multilingual. (Sridhar Kamal K, 1996) reveals multilingualism. Everything that is said has a perfect balance, it can be seen from the small things with greetings, excellent grammar mastery and a very special style.

From the description above, it can be concluded that bilingualism is the ability to use two languages, namely mother tongue and second language well. Meanwhile, multilingualism is the ability to speak using more than two languages well. In line (Bernard Spolsky, 1998) states the use of a new language by speakers because of the knowledge of a new language. This phenomenon is called code switching and code mixing.

Code Switching

change the code in the language used, that is, by moving from one code to another. Code switching is defined as the use of more than one language, variation, or style by a speaker in an utterance or discourse, or between interlocutors or different situations (Romaine Suzanne, 1989). Code switching is usually used by speakers who are used to using two languages.

Code switching is a form of code that is carried out by speakers in one conversation using two or more languages and goes outside the sentence boundaries. In their research (Octavia Aurima, 2018) states that where a speaker speaks and

changes one code to another. the same thing is stated by (Poplack, 1980) code switching is the change of code in language through discourse. Constituents or sentences that every speaker deliberately does. For example, a speaker speaks in a second language and then continues in his mother tongue, this he does in one sentence during a conversation.

From the conclusions above, code switching is a code switching event carried out by speakers in speaking using one code to another. For example, speakers speak English and then in the middle they change to using Indonesian. Along with the use of code switching, speakers also use words in different languages in one sentence, this is called code mixing.

Code Mixing

Code mixing is the use of two or more languages alternately at the same time, this is also stated by (Harimurti Kridalaksana, 2008) code mixing is interference, and the use of language to other languages which has the aim of expanding the variety of a language which includes greetings, clauses, and others. The factors that cause someone to intentionally mix a language because of the continuous external influence phenomenon among the community, (Ningsih & Setiawan, n.d.) define that code mixing occurs when the word – the right word that can replace a pre-existing language word. This means that words from the first language are being represented by other foreign languages when used, resulting in two languages that are even more different in a sentence.

Code mixing is the mixing of two languages into other languages, so that there are elements, discourses, clauses. According to (Wardhaugh, n.d.) involving two or more languages in a sentence can be called code mixing. From the definition of a number of researchers and linguists regarding code mixing, we can conclude that it occurs because of the existence of two or more languages between the status of formal and informal language use. Meanwhile, code switching refers to the movement

of the speaker from one grammatical system to another. Meanwhile, code mixing occurs due to the speaker's inadvertence in entering language words. In the description above, code switching and code mixing also have various types.

Types of Code Switching

Code switching tends to have semantic and sociolinguistic elements as well as grammatical. The types of code switching are divided into three parts: Tag Switching, Intra-sentential, and Inter-Sentential.

a. Tag Switch

Tag Switching is the insertion of a tag from a language switch to another language, or tag switching can be used or inserted safely within reasonable limits and does not damage the language norms (Poplack, 1980). According to (Schiffrin et al., n.d.) Tag Switching also has discourse markers that are only one word such as okay, well, all right, and particles such as yet and no. it can be said that tag switching can be inserted in many different places without disturbing the order of a sentence.

Example: “ *Jadi jangan takut untuk memberi tahu yang sebenarnya, oke...alright*”.

b. Intra-sentential switching

Intra-sentential switching occurs in a sentence (Eggenschwiller & Biggs Emily Dotson, n.d.). There is a subject and a predicate that expresses thoughts very clearly. In a sentence, you are free to add a sentence of a different language if a sentence uses the correct punctuation so that it makes it easier for what you want to convey. And the transition from one language to another must be processed entirely into one language before there is a transfer to another language (Carol Myers-Scotton & Catherine W. Bediafi, 1993)

Example: “You know *aku sih ingin semua anak belajar dengan nyaman*”.

c. Inter - Sentential Switching



The transition is found in the boundary clause of a sentence, and this phenomenon occurs when writing a sentence and then moving to another sentence.

Example: ‘‘ You’re welcome! I am glade that we can work together ‘’.

Types of Code Mixing

Muysken Pieter (2000) defines that code mixing forms from the occurrence of the use of two languages where a mixture of various versions into the same sentence is called (internal code mixing) but if it does not damage or affect factors in the language it can be interpreted as (code mixing) outside). Meanwhile, according to (Buulolo et al., 2021) code mixing occurs because when communication occurs, the other person uses two languages simultaneously in one expression. Thus, code mixing is the simultaneous use of two languages by a speaker or speaker by entering words or phrases of another language in one language without breaking the grammar guidelines.

Muysken Pieter (2000) divides code mixing into three parts: insertion, substitution and congruent lexicalization. (1) insertion: the process of mixing through borrowing a foreign language insertion code so that the language structure is added, (2) substitution: occurs in a clause when the speaker mixes a language. (3) lexicalization: there is an impact on dialect when using a language. According to Kachuru in (suwito, 1983) (1985) states that it is divided into several types of code-mixing forms. Namely words, phrases, clauses, sentences, idioms, and the last is repetition.

Word

Word is a mixture of morpheme of a language element and the smallest unit of a grammatical. Without words, writing can never be a good sentence. Amherst & Mccarthy (1982) define there are various kinds of morphemes. For example, a morpheme that can stand alone which contains adjectives, verbs, nouns, and so on. The second is a morpheme that cannot stand alone so it must be

assisted by the main morpheme, so that it can be used as a prefix and a suffix in a word.

For example: not easy.

Phrase

Phrases are groups of words that are part of a sentence. Phrases are units of meaning that can be put together to form sentences. The following sentences are examples of code mixing in English in the form of phrases. Example: 1. after eating 2. Looks stunning

A collection of words that are part of a sentence. Simply put, a phrase is a part of a sentence that is incomplete or part of a sentence that has not been completed because of its incompleteness.

Example:

1. white horse
2. big ball

Clause

In other words, a clause is a component of a sentence, with its own subject and predicate, especially a noun, adjective, or adverb. Example: "7 wants to buy a phone, but I don't have enough money"

A clause is a group of words that has a subject and a predicate and can stand alone. In a clause there are adjectives, adverbs and nouns.

Example: "I want to call my mom but I left the phone"

Sentence

Sentence is a collection of words that usually have a subject and predicate correctly, in a sentence the speaker can convey questions, exclamations. Sentences also consist of clauses. Sentences can be divided into several types:

1. Exclamation point

Exclamation points are used to emphasize a sentence or express feelings with great taste, in exclamation sentences the reader can find out what is in the writer's heart because of the exclamation mark.

Example: you are great!

2. Question sentence

An interrogative sentence serves as a sign to someone to ask for an answer to what is being asked.

Example: what do you want for dinner?

3. Imperative sentence

Sentences that contain to rule.

Example: eat that food.

4. Declarative sentence

Sentences are used when making a statement about something.

Example: not for sale.

Idiom

Idioms are groups of words that cannot be subtracted.

Example: "That's why I think because we know you we work together before"

Repetition

Repetition is a word in a sentence to clarify a meaning in the sentence. Example: "So hopefully semuanya baik – baik aja"

Hybrids

Hybrid is a part of a word that is mixed or inserted by a foreign language. example: *kalian bisa meng-cover – in semua ini kan?*

METHOD

To conduct a research, the writer must choose what kind of method will be used. In this case, the method chosen must be in accordance with the research or problem to be proposed. So, find the meeting point of the research objectives. In this case the research

methodology according to Sugiyono, (2010) that the research methodology aims to find and obtain data with a specific purpose scientifically. In this case the researcher uses qualitative research methods, research that collects data through triangulation or combined techniques and then the data is analysed deductively/qualitatively. In this case, the authors conducted research using qualitative methods.

The author conducted a qualitative research on code switching in the dialogue used by Cinta Laura Kiehl in her Vlog. The main variable of this research is language variety, in this case code switching.

RESULTS AND DISCUSSION

Data collection comes from a conversation between Cinta Laura Kiehl and Mr. Rudi. What will be analysed is divided into three parts. First, discussing the use of code switching and code mixing. Second, discussing the types of code switching and code mixing and the third classification of code switching and code mixing contained in Cinta Laura Kiehl's vlog video. Following below to load clearer results:

1. Find out the reasons for using code mixing in Cinta Laura Kiehl's vlog video

Cinta Laura Kiehl or better known as Cinta Laura. She is an Indonesian actress, singer and model, born on 17 August 1993 in Quakenbrück, Germany. Then he grew up in America, then returned to Indonesia, starting his career which at that time required the use of Indonesian. This factor causes Cinta Laura Kiehl to find it difficult to speak Indonesian, so that she mixes it in every conversation and produces a code, with the emergence of the code, an analysis was carried out on one of Cinta Laura Kiehl's vlog videos. Researchers conducted a video analysis entitled Cinta Laura Membantu Anak – Anak Melihat Dunia Lebih Jelas! With a video duration of 10 minutes 29 seconds, and watched by 44,975 thousand viewers until July 27, 2022, it was uploaded to Youtube media. The following is a sentence analysis that

contains elements of code mixing and code switching which are explained based on the situation in Cinta Laura Kiehl's vlog video.

Table 4.1 Analysis data that has been Found

No	Sentences and Words	Situations	Classification	Code
1	Jalannya kecil banget <i>It was scary, but. I am happy to be here.</i>	Cinta shows its fear of the path it takes	Adjective	Intra sentential
2	Sebenarnya kita ada acara <i>special</i> hari ini	Saying that there will be something special in that place	Adjective	Hybrid
3	Tunggu aku mau berdiri didepan <i>banner</i> kita	Shows something or a picture related to the activity	Noun	Hybrid
4	So , Hari ini kita akan ngasih <i>free eye examination</i> buat anak – anak	Informs something of an activity to be carried out	Adverb Noun	Idiom
5	Dan juga dikasih <i>fun meal</i>	Telling about something to be given	Noun	Declarative sentence
6	<i>Like</i> yang mereka jarang makan	Explaining the food to be given is a food that is difficult to find in the area	Adjective	Hybrid
7	<i>So, you know it's a great day</i> seneng, anak – anak ini bisa dikasih kesempatan cek Kesehatan mata	Feelings of Happiness Cinta when you can see children to do eye health tests	Adverb Verb	Intra sentential
8	<i>Guys ...</i> kalau kalian inget <i>vlog</i> aku waktu itu ini Johan	Reminding viewers of what happened in the video	Noun	Declarative sentence
9	Sekarang SMP ya bukan SD lagi, <i>you remember right?</i>	Asking a child he's met before	Interrogative	Tag switch
10	Mudah – mudahan nanti di <i>test</i> nya juga bagus ya	Hope by wanting good results	Noun	Repetition
11	Tapi kita <i>rolling</i> biar ga terlalu banyak orang	Talking about what time division looks like	Verb	Hybrid
12	Nanti setelah anak – anak di <i>test</i> kita tanya gimana perasaanya	Already prepared the questions to be asked	Noun	Intra sentential
13	Selain di <i>check</i> mata nya disitu	Shows eye check position	Verb	Hybrid
14	Disini juga di <i>check</i> mereka matanya ada <i>minus</i> atau <i>plus</i>	Explain how the results will be obtained	Verb Noun	Intra sentential

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15	Sekarang mereka lagi di <i>test</i> penglihatannya	Shows when participants are checked	Noun	Intra sentential
16	Tapi tadi tulisannya <i>minus</i> satu setengah ya	Talking about test results	Noun	Declarative
17	Tuh kan <i>guys</i> ini adalah bukti mungkin kadang – kadang kita ga sadar penglihatan kita kurang jelas	Provide information about the importance of eye checks	Noun	Intra sentential
18	Dan kita baru tau kalau udh di <i>test</i>	Eye test knowledge	Noun	Intra sentential
19	Tapi ternyata <i>you need to get your eye examine</i>	Re-emphasize the importance of eye health checks	Noun Verb	Intra sentential
20	<i>Good luck</i> ya belajarnya yang rajin	Congratulations to students	Noun	Imperative sentence
21	Supaya anak – anak bisa di <i>check</i> matanya <i>thank you so much</i>	Thank you for holding this event	Verb Adverb	Repetition
22	<i>You're welcome! I am glade that we can work together</i>	The answer to happiness for helping	Adverb Adjective Verb	Inter sentential
23	<i>At that time may ask</i> , kenapa Bapak memilih mau berkolaborasi dengan Yayasan Sukarseno?	Asking permission to start a question	Interrogative	Question sentence
24	<i>Well, my team that actually tell me</i> Cinta Laura ada Yayasan dan ada sekolah	Notifications about school	verb	Tag switch
25	Maka saya pikir, <i>ok... because of we know you we've been work together</i>	Reason for deciding to cooperate	Noun	Tag switch
26	<i>Well</i> , aku mau nanya nih Pak	Asking to ask a question	Adverb	Tag switch
27	Karena mereka lebih <i>aware</i> tentang Kesehatan mata	The level of Health awareness differs among the people	Adjective	Intra sentential
28	Tapi <i>you know</i> sekarang kita di Kaki Gunung Salak	Emphasize distant surroundings	Adverb	
29	Apakah mereka lebih sering meng <i>ignore</i> masalah Kesehatan mata mereka	Concerning eye health	Verb	Intra sentential
30	Dan kalau kita <i>ignore</i> terus apa sih dampaknya mereka ke depan	The impact of caring for eye health	Verb	Question sentence
31	<i>But</i> kalau <i>goals</i> nya Bapak Rudi sendiri dan optic seis apa sih	Achieving what you want to achieve	Adverb Noun	Intra sentential
32	Tapi apakaha ada <i>long term seis or project?</i>	Plan an event to be held	Noun	Question sentence
33	Tapi saya yakin <i>the children much ...you know when we give to children the impact is much more</i>	the impact of helping on children	Adjective Interrogative Verb Noun	Idiom

34	Jadi, biasanya kalau kita ditawarkan, <i>we don't mind working together for that</i>	Availability to collaborate on other events	Adjective	Intra sentential
35	<i>So hopefully</i> semuanya baik – baik aja	Expressing best wishes	Adverb	Repetition
36	Tapi ternyata kalau kalian ada yang <i>minus</i> atau <i>plus don't worry</i>	Tells you not to worry about the outcome	Adjective	Intra sentential
37	Jadi <i>guys</i> di mesin ini kita bisa ngeliat estimasi <i>prescription</i> anak – anaknya	Shows what can be seen from the machine	Noun Noun	Intra sentential
38	Mungkin <i>minus</i> mungkin <i>plus</i> mungkin ada stigmatism atau <i>cylinder</i>	Possible results to be obtained	Adjective Adjective Noun	Hybrid
39	Mungkin yang ini anaknya <i>minus 0,25</i> tapi ngga ada <i>cylinder</i> nya	The results obtained are different	Adjective Noun	Intra sentential
40	Dia bilang sehat tapi <i>minus 0,75 maybe</i>	Estimating the results that will come out	Adjective	Declarative sentence
41	<i>But we don't know yet</i> sampai kita kesana	Waiting for results according to inspection standards	Adjective	Tag switch
42	<i>Prescription</i> mata menurut <i>computer</i> diatas 1 atau 1,25 itu baru kita memakai alat – alat lebih canggih pakai berbagai lensa untuk nge <i>check prescription</i> akuratnya apa. <i>I just found out I didn't know that before</i>	Announce the results and convey that different cases have different handling	Noun Noun Verb Verb Adverb	Repetition
43	Jadi jangan takut untuk memberi tahu yang sebenarnya, <i>oke...alright</i>	Convincing students to express what they feel well	Adjective	Tag switch
44	Banyak anak – anak disini ngga sadar bahwa ternyata mereka ada <i>problem</i> sama matanya	Explain that most students are not aware of eye health	Noun	Intra sentential
45	<i>So far</i> setelah nge <i>check</i> 200 orang	Start the question by mentioning what has been done so far	Noun Adjective	Intra sentential
46	So. Hari ini aku belajar banyak <i>guys</i>	Tells about many things that can be learned	Adverb Noun	Intra sentential
47	Penglihatan yang kurang <i>optimal</i> itu bisa <i>ganggu</i> belajar	sore eyes will make learning to	Adjective	Clause
48	<i>You know</i> , anak – anak ini mungkin bisa merasa tidak PD	Informing about the possibility of insecurity in children	Interrogative	Repetition
49	<i>So, I am so happy</i> hari ini	Talking about happy feelings	Adjective Adjective	Intra sentential

50	<i>Hopefully</i> program – program seperti ini bisa dilaksanain lebih banyak ditempat terpencil lagi	Hope for more Health activities to be held	Adjective	Repetition
51	<i>You know</i> aku sih ingin semua anak belajar dengan nyaman	Expressing the desire for students to learn comfortably, especially in their eyes	Interrogative	Intra sentential
52	<i>On that note</i> aku hanya bilang terimakasih	Reiterate my gratitude	Noun	Intra sentential

From data above, the researcher conclude the data as follows:

Table 4.2 Data summary

No	Data Found	Total
1.	Word and sentence classification (24)	79
	Adjective	20
	Adverb	10
	interrogative	5
	Noun	30
	Verb	14
2.	Code switching	27
	Tag switching	6
	Intra - sentential	21
	Inter - sentential	1
3.	Code Mixing	24
	Clause	1
	Declarative	5
	Hybrid	6
	Idiom	2
	Imperative	1
	Question	3
	Repetition	6

From the video vlog, there were also 79 classified words and sentences found. Among them are 20 adjectives, 10 adverbs, 5 interrogatives, 30 noun and 14 verbs. The most widely used classification is nouns. The analysis also found 20 code switching of types such as 4 tag switching, and 16 intra-sentential. From code mixing, the researcher found as many as 31 code mixing with the type of 1 clause, 10 declarative, 1 exclamation, 8 hybrid, 2 idioms, 2 imperative, 4 questions and 3 repetitions.

CONCLUSION

Video-vlog or often called a vlog, this activity is an activity such as recording an activity using video and audio sources and then moving it to a media. The people of Indonesia have started doing this for the past few years. In Indonesia, video vlogs are used to channel one's talents, so video vlogs appear by promoting an item, until now video vlogs are used to show the activities of a celebrity in Indonesia. This is done by actresses such as Cinta Laura Kiehl.

Cinta Laura Kiehl with her background living and growing up abroad, makes it difficult for Cinta



Laura Kiehl to speak Indonesian, so she becomes a speaker who mixes two languages between Indonesian and English. Speakers use two languages to achieve their goals in the social midst, this proves that code mixing and code switching are also required to deepen knowledge about both languages.

The phenomenon of code switching and code mixing was found in one of Cinta Laura Kiehl's vlog videos which recorded an activity and inspired it on Youtube sources. From the video vlog it was found that there were elements of code switching and code mixing. With research formed into 3 parts. First, what are the factors that make Cinta Laura Kiehl use code switching and code mixing, the second is the classification of words found, and the third is what types of code switching and code mixing are used by Cinta Laura Kiehl.

After conducting the analysis, there are 2 factors that make Cinta Laura Kiehl use code switching and code mixing. Namely a background that was born and raised abroad and returned to Indonesia which requires that you can speak Indonesian. From the video vlog, there were also 79 classified words and sentences found. Among them are 20 adjectives, 20 adverbs, 10 interrogatives, 30 noun and 14 verbs. The most widely used classification is nouns.

The analysis also found 27 code switching of types such as 6 tag switching, 21 intra-sentential and 1 inter-sentential. From code mixing, the researcher found as many as 24 code mixing with the type of 1 clause, 5 declarative, 6 hybrid, 2 idioms, 1 imperative, 3 questions and 6 repetitions.

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