ABSTRACT

Muhammad Rambas (31160113), Code-Switching used by Youtuber of Sacha Stevenson

The use of two languages or more has been seen a lot by us community. They use one language with another different language in a conversation. Now there are many advantages that can be taken from the widespread used of two or more languages. The used of Code-Switching in communicating with others, so the message that the speaker is trying to convey can be understood properly by the listener. Especially nowadays the used of internet media has expanded among many people. The used of electronic media as a communication media is not a strange thing for many people anymore. Like a Youtuber who uses electronic media to share tips in everything in everyday, or also share experiences with Youtube audiences. Where the used of Code-Switching has often been found encountered in the Youtube in communication. The writer use descriptive-qualitative research methods in conducting research and using library and internet media as the relevant sources, then the data that has been successfully collected, then it will be analyzed. From the results of the analysis conducted by the writer, there were three types of Code-Switching in Sacha Stevenson's youtube videos based on Poplack's theory, they are tag switching, intrasentential switching and intersentential switching. Of the three types of code switching, intrasentential switching is the most widely used in the Sacha Stevenson’s videos.

Keywords: Code-Switching, Type Code-Switching, Youtube