

ABSTRACT

Dwiki Reza Darmawan. 1205030077. 2024. The Code-Mixing in Mobile Legends by Windah Basudara and Dibo's Youtube Channel. An Undergraduate Thesis. English Literature Department, Adab and Humanities Faculty, State Islamic University of Sunan Gunung Djati Bandung, Supervisor: 1. Drs. H. Abd. Hannan EF., M.Ag.; 2. Dr. Dadan Firdaus, M.Ag

This study explores the phenomenon of code-mixing in the YouTube gaming content of Windah Basudara and Dibo, focusing on their gameplay of *Mobile Legends*. The research aims to identify the types of code-mixing used and the factors contributing to their occurrence. By applying Hoffman's and Suwito's theories of code-mixing, this study categorizes the data into intra-lexical code-mixing, intra-sentential code-mixing, and instances involving a change of pronunciation. The data were collected from YouTube videos and analyzed qualitatively. The findings reveal that both content creators frequently mix Indonesia-English and Malaysia-English during gameplay, particularly for technical terms, communication efficiency, and community-building within their gaming environments. This study contributes to the understanding of bilingual communication in digital gaming contexts, particularly among Indonesian and Malaysian YouTubers.

Keywords: code-mixing, mobile legends, youtube, windah basudara, dibo

ABSTRAK

Dwiki Reza Darmawan. 1205030077. 2024. The Code-Mixing in Mobile Legends by Windah Basudara and Dibo's Youtube Channel. An Undergraduate Thesis. English Literature Department, Adab and Humanities Faculty, State Islamic University of Sunan Gunung Djati Bandung, Supervisor: 1. Drs. H. Abd. Hannan EF., M.Ag.; 2. Dr. Dadan Firdaus, M.Ag

Penelitian ini mengeksplorasi fenomena campur kode dalam konten game YouTube Windah Basudara dan Dibo, dengan fokus pada permainan game Mobile Legends. Penelitian ini bertujuan untuk mengidentifikasi jenis-jenis campur kode yang digunakan dan faktor-faktor yang menyebabkan terjadinya campur kode. Dengan menerapkan teori campur kode dari Hoffman dan Suwito, penelitian ini mengkategorikan data ke dalam campur kode intra-leksikal, campur kode intra-sentensial, dan contoh-contoh yang melibatkan perubahan pelafalan. Data dikumpulkan dari video YouTube dan dianalisis secara kualitatif. Temuan menunjukkan bahwa kedua pembuat konten sering mencampur bahasa Indonesia-Inggris dan Malaysia-Inggris selama bermain game, terutama untuk istilah teknis, efisiensi komunikasi, dan membangun komunitas dalam lingkungan game mereka. Penelitian ini berkontribusi pada pemahaman komunikasi dwibahasa dalam konteks permainan digital, khususnya di antara YouTuber Indonesia dan Malaysia.

Kata kunci: code-mixing, mobile legends, youtube, windah basudara, dibo