

TABLE OF CONTENTS

APPROVAL PAGE	ii
LEGALIZATION PAGE	iii
DECLARATION OF OWNERSHIP	iv
PREFACE	v
ACKNOWLEDGEMENT	vi
MOTTO.....	viii
ABSTRACT	ix
ABSTRAK	x
TABLE OF CONTENTS.....	xi
TABLE OF FIGURES	xiv
CHAPTER I INTRODUCTION	1
A. Research Background.....	1
B. Statements of Problems	7
C. Research Objectives	7
D. Research Significance	7
E. Definition of Key Terms.....	8
CHAPTER II THEORETICAL FOUNDATION	11
A. Code-Mixing	11
1. Types of Code-Mixing.....	15
a) Insertion	16
b) Alternation.....	17
c) Congruent Lexicalization	21
2. Reasons for Code-Mixing.....	22

a) To demonstrate solidarity	22
b) To reflect social status	23
c) To indicate the topic being discussed.....	24
d) To express affection	24
e) To persuade the audience	24
B. Beauty Community.....	25
C. YouTube	29
D. Beauty Influencer	31
1. About Sunny Dahye	33
2. About Tasya Farasya.....	33
3. About Molita Lin	34
CHAPTER III RESEARCH METHOD.....	36
A. Research Design.....	36
B. Data and Source of Data.....	37
C. Technique of Collecting Data.....	40
D. Technique of Analyzing Data	41
CHAPTER IV FINDINGS AND DISCUSSION	42
A. Types of code-mixing contained in YouTube beauty influencers' videos....	42
1. Types of code-mixing contains in Sunny Dahye	43
a) Insertion	43
b) Alternation.....	54
c) Congruent Lexicalization	59
2. Types of code-mixing contains in Tasya Farasya.....	66
a) Insertion	66
b) Alternation.....	75

c) Congruent Lexicalization	81
3. Types of code-mixing contains in Molita Lin.....	88
a) Insertion	88
b) Alternation.....	99
c) Congruent Lexicalization	105
B. The reasons of YouTube beauty influencers use code-mixing in the beauty community.....	111
a) To demonstrate solidarity	111
b) To reflect social status	118
c) To indicate the topic being discussed	127
d) To show affection	135
e) To persuade the audience.....	143
CHAPTER V CONCLUSIONS AND SUGGESTIONS.....	152
A. Conclusions	152
B. Suggestions	153
REFERENCES.....	154
APPENDICES.....	162

