

Advertising Media: A Code Analysis of Food and Beverage Advertisement Compilations on YouTube

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ABSTRACT

This study is grounded in a sociolinguistic theoretical framework, particularly theories of code-switching and code-mixing as proposed by Poplack and Muysken, which conceptualize these phenomena as systematic and socially motivated linguistic practices. The use of linguistic coding in advertising discourse represents an important communicative strategy that reflects the diversity of language structures employed in contemporary marketing. The deliberate integration of multiple languages in advertisements functions to attract audience attention, enhance persuasive impact, and support the visibility of regional languages through digital media platforms. This research aims to investigate the occurrence and forms of code-switching and code-mixing in food and beverage advertisement compilation videos uploaded by Rofif Satria on the YouTube Satria Channel. The study employs a qualitative descriptive approach. Data were collected through systematic observation and note-taking, followed by transcription of all verbal and written linguistic elements in the advertisements. The data were analyzed by identifying, classifying, and categorizing instances of code-switching and code-mixing based on their linguistic forms and types. The findings indicate that code-switching and code-mixing occur frequently in advertising discourse, appearing in internal and external forms through the insertion of words, phrases, clauses, and baster elements. Contextual analysis at the word, phrase, and clause levels is essential to interpret the communicative functions of these linguistic choices. Overall, the study demonstrates that code-switching and code-mixing serve as effective communication strategies in advertising while contributing to the maintenance of linguistic diversity.

Keywords: *Advertising Discourse, Contextualization, Discourse of Advertising, Diverse Languages, Interpretation*

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INTRODUCTION

Indonesia is widely acknowledged as one of the most linguistically diverse countries in the world when viewed from its geographical expanse, population size, and cultural plurality. Besides Bahasa Indonesia as the official national language, the country is characterized by a large number of regional languages spoken across different ethnic and cultural groups. *Language of the World 2005* (as cited in Tondo, 2009) reports that Indonesia has at least 742 regional languages. Among these, 737 languages continue to be actively used by their respective communities, two function as secondary languages without native speakers, and three have disappeared. This extensive linguistic diversity encourages many Indonesians to develop competence in more than one language, resulting in widespread bilingualism and multilingualism. As a result, everyday communication in Indonesia frequently involves the interaction and combination of different linguistic codes.

Language plays a fundamental role in human interaction as a means of conveying information, expressing ideas, and maintaining social relationships. In the Indonesian context, communication occurs through national, regional, and international languages. While this diversity enriches communication, it may also present challenges due to differences in speakers' language proficiency. In contemporary Indonesian society, the mixing of Indonesian with regional or foreign languages has become a common communicative practice that reflects linguistic creativity. Chaer (2009, as cited in Prasetyowati, 2020) explains that language

acquisition begins with the mother tongue and develops within a child's cognitive system. Empirical research further indicates that nouns are generally acquired and mastered earlier than verbs during early stages of language development.

The accuracy of language use is influenced by several linguistic factors, including the age at which words are acquired and their morphophonological characteristics (Chondrogianni & Butcher, 2023). From a linguistic standpoint, particularly within pragmatic studies, the use of more than one language within a single utterance is known as code-switching and code-mixing. Searle, Kiefer, and Bierwisch (as cited in Nadar, 2009) emphasize that utterances cannot be fully understood without reference to their situational and contextual background. Meaning is therefore inseparable from context, supporting the view that code-switching and code-mixing are pragmatic phenomena shaped by specific communicative situations.

Pragmatics, as formulated by Leech, provides an essential theoretical basis for analyzing language use in context. Leech highlights the role of speech situations in meaning interpretation, distinguishing pragmatic analysis from sociolinguistic approaches that emphasize social variation. In sociopragmatic analysis, context functions as a tool for interpreting how meaning operates within particular cultural settings (K. Rahardi, 2019). Pragmatics prioritizes speakers' intentions over literal sentence meaning. Allan (1986, as cited in R. K. Rahardi, 2004) further argues that pragmatics examines how speakers strategically select linguistic forms to achieve communicative goals within specific social environments.

Code-switching and code-mixing naturally emerge in bilingual and multilingual societies. In Indonesia, individuals typically acquire their mother tongue in early childhood and later learn Indonesian through formal education. The mother tongue is commonly defined as the first language acquired naturally during childhood (Oxford, 2010, as cited in Doko et al., 2019). In addition, speakers often use regional dialects, peer-group varieties, and foreign languages. Consequently, communication among Indonesians frequently involves alternating or combining Indonesian, regional languages, and foreign languages. From a cognitive perspective, bilingual language production can be examined through structured sentence formation, offering insights into bilingual mental processes (Auer, 1995).

Globalization has intensified language contact and interaction, further encouraging the use of code-switching and code-mixing. Communication now extends beyond national boundaries and involves continuous interaction among national, regional, and foreign languages. These linguistic practices should not be regarded as errors or indicators of inadequate language competence. Muharram (2008, as cited in Susanto, 2016) argues that code-switching is a meaningful and socially motivated practice shaped by contextual factors rather than random linguistic behavior.

Abdul and Agustina (2010) classify code-switching into internal and external types. Internal code-switching involves shifts between local or national languages, whereas external code-switching refers to the use of foreign languages alongside local or national ones. Beyond its linguistic function, code-switching also serves as a social strategy for expressing identity, affiliation, and group membership (Yim, Odilia, & Clément, 2021). Baker and Jones (1988, as cited in Aichatou, 2020) describe code-switching as language alternation at the word or sentence level within a single communicative event.

Code-mixing refers to the incorporation of elements from one language into another. Suwito (1985) categorizes code-mixing into various forms, such as word insertion, phrase insertion, baster forms, repetition, idiomatic expressions, and clause insertion. This phenomenon often occurs when speakers draw from multiple linguistic resources in a single utterance (Hudson, 1980, as cited in Minkailou & Abdoulaye, 2019). When applied appropriately, code-mixing enhances expressive flexibility; however, inappropriate use may disrupt communication and reduce clarity.

One domain in which code-switching and code-mixing are particularly prominent is advertising, especially on digital platforms such as YouTube. Advertising is a form of public communication designed to promote products through various media channels (Kasali, as cited in Indrawati, 2017). Media not only reflect language use but also actively influence

linguistic practices and public attitudes (Bell, 2008). In Indonesia, YouTube has become a major advertising platform, with approximately 139 million users reported by early 2022 (Nuryaman, 2022).

Several previous studies have investigated code-switching and code-mixing in advertising contexts. Dewi et al. (2020) examined Instagram advertisements and found that these linguistic strategies were influenced by commercial objectives, spoken language styles, limited language proficiency, and lexical borrowing. Similarly, Maryani (2016) analyzed advertisements in *Cosmopolitan* magazine and concluded that code-switching and code-mixing function symbolically to enhance product appeal and modern identity. While these studies provide important insights into the commercial and symbolic functions of code-switching and code-mixing, they primarily focus on marketing effectiveness and mainstream media.

This indicates a research gap, as limited attention has been given to advertising language as a medium for local wisdom and regional language preservation, particularly in the context of YouTube advertisement compilations. Therefore, the present study seeks to examine code-switching and code-mixing in food and beverage advertisements on YouTube by relating linguistic features to local cultural contexts. By focusing on internal and external forms of code-switching and code-mixing, this research aims to extend previous studies and contribute to a deeper understanding of advertising language as both a communicative strategy and a means of supporting linguistic diversity in Indonesia.

METHOD

This research employs a descriptive qualitative design, which is appropriate for analyzing linguistic data in the form of spoken and written expressions. Qualitative descriptive research aims to explore and interpret language as it naturally occurs in real communicative settings. Moleong (as cited in Murliaty et al., 2013) explains that descriptive research emphasizes the systematic examination of verbal data derived from authentic social phenomena. In a similar vein, Bogdan and Taylor (as cited in Romadhani & Eles, 2020) describe qualitative research as an approach that produces descriptive data consisting of words, utterances, and observable language behavior.

Through this design, the study seeks to describe and interpret linguistic phenomena related to code-switching and code-mixing as they appear in advertising discourse. The analysis focuses on food and beverage advertisement compilation videos published on YouTube. The data source consists of videos uploaded by the Satria Channel on February 19, 2022, April 13, 2022, and December 1, 2022. In total, 243 advertisements promoting 114 different food and beverage products were examined.

The Satria Channel was chosen as the data source because it provides a wide range of advertisement compilations, particularly in the food and beverage sector, which aligns with the focus of this study. The advertisements exhibit varied linguistic patterns, especially the use of more than one language, making them a relevant and rich source for examining code-switching and code-mixing in digital advertising media.

Data collection was conducted through non-participant observation and systematic note-taking. The researcher carefully watched each selected video and identified advertisements related specifically to food and beverages. All spoken narration and dialogue within the advertisements were transcribed in detail. To ensure accuracy and reliability, the transcriptions were repeatedly checked against the original video content.

Following data collection, data reduction was carried out by selecting linguistic units that were relevant to the research objectives. This step involved identifying utterances that contained instances of code-switching and code-mixing while excluding data that did not meet the analytical criteria.

For data analysis, this study adopts an analytical framework based on Poplack's and Muysken's classifications of bilingual language use. Code-switching was analyzed using Poplack's framework, which distinguishes language alternation based on structural boundaries and linguistic context. In line with Indonesian sociolinguistic tradition, code-

switching was further grouped into internal and external code-switching, following Abdul and Agustina. Meanwhile, code-mixing was analyzed using Muysken's typology, which conceptualizes code-mixing as the insertion and integration of linguistic elements from one language into another. Accordingly, instances of code-mixing were categorized into word insertion, phrase insertion, clause insertion, repetition, and idiomatic expressions.

The classified data were organized into analytical tables to facilitate systematic interpretation. Each instance of code-switching and code-mixing was then examined within its advertising context to identify its communicative function and pragmatic purpose.

Finally, conclusions were drawn based on the patterns identified in the analysis. The findings illustrate how code-switching and code-mixing function as strategic communication tools in advertising discourse and how their use reflects efforts to maintain linguistic diversity and promote regional languages through digital media platforms.

FINDINGS AND DISCUSSION

Findings

Based on the analysis of three YouTube videos containing compilations of food and beverage advertisements, this study identified a substantial presence of code-switching and code-mixing within the advertising data. From a total of 114 food and beverage advertisements analyzed, 72 advertisements were found to include linguistic elements involving code-switching and code-mixing. These practices appeared in a variety of forms, encompassing both internal and external code-switching.

Internal code-switching occurred through several language shifts, including transitions from Official Indonesian to casual language varieties, Indonesian to Javanese, Indonesian to Betawi, and Indonesian to Sundanese. In addition, external code-switching was frequently observed, particularly in switches from Indonesian to English.

The analysis also revealed four dominant forms of code-mixing, namely word insertion, phrase insertion, clause insertion, and baster forms. A detailed classification of these findings is discussed in the following section, supported by examples taken directly from the advertisement data.

Discussion

Code Switching

Code-switching refers to the alternation between two or more languages or language varieties within a single communicative event. This linguistic behavior commonly occurs when speakers consider a particular language choice to be more suitable for conveying meaning, building rapport, or enhancing message effectiveness. In this study, code-switching was identified in both internal and external forms. Overall, five patterns of code-switching were found: internal shifts from Official Indonesian to casual varieties, Indonesian to Javanese, Betawi to Indonesian, Indonesian to Sundanese, and external shifts from Indonesian to English.

Internal Code-Switching from Official Indonesian to Casual Variety

Code-switching does not only occur between different languages but may also involve shifts between formal and informal registers within the same language. In advertising discourse, this shift is commonly used to create a friendly, relaxed, and approachable tone that mirrors everyday speech.

One example is found in the Chizmill snack advertisement, which includes the utterance:

"Chizmill kejunya gue suke!"

(Chizmill snack advertisement, appearing in the early segment of the food and beverage advertisement compilation video uploaded on the Satria Channel)

The phrase *"gue suke"* represents a casual expression equivalent to *"saya suka"* in standard Indonesian. The advertisement begins with an Official Indonesian phrase and then shifts to an informal variety. This switch helps create familiarity and aligns the message with daily conversational language.

Another instance appears in the AMH Jahe Merah advertisement:

"Waspada! Virus bisa di mana-mana. Jangan kendur! Jaga kondisi dengan AMH jahe merah susu."

(AMH Jahe Merah advertisement, appearing in the middle segment of the compilation video)

Here, the word *"kendur"* is an informal variant of the standard word *"kendur."* The shift from formal Indonesian to a casual form reflects spontaneous language use and enhances the natural tone of the message.

A similar pattern is observed in the Indomie Hype advertisement:

"Kebab Turki dan rendang Padang yang enak nya ngehits."

(Indomie Hype advertisement, appearing in the early-to-middle part of the compilation video)

The informal word *"ngehits"* replaces the formal term *"populer."* This choice reflects contemporary youth language and contributes to the modern image of the product.

Internal Code-Switching from Indonesian to Javanese

Internal code-switching also occurred between Indonesian and regional languages, particularly Javanese. This shift often reflects speakers' habitual language use and regional identity.

For example, the Aqua advertisement includes the sentence:

"Ayo anak-anak bangun cepet sahur!"

(Aqua advertisement, appearing in the middle segment of the compilation video)

The word *"cepat"* is a Javanese form of *"cepat."* The switch occurs naturally and mirrors everyday bilingual communication.

Another example is found in the Nutrisari advertisement:

"Nutrisari... banyak rasa untuk buka puasa! Blewah seger pol!"

(Nutrisari advertisement, appearing in the middle segment of the compilation video)

The phrase *"seger pol"* means *"sangat segar."* This Javanese expression emphasizes freshness while adding a local cultural nuance.

A more complex example appears in the Sosis So Nice advertisement:

"So so so sosis so nice, sosis so nice ko di banding bandingke, saing-saingke gak bakal kalah... kan maen rasane."

(Sosis So Nice advertisement, appearing in the final segment of the compilation video)

Expressions such as *"dibanding-bandingke," "saing-saingke,"* and *"kan maen rasane"* are Javanese forms embedded within Indonesian discourse. This switch draws on the popularity of the song *Ojo Dibandingke* and strengthens audience engagement through cultural familiarity.

Internal Code-Switching from Betawi to Indonesian

Internal code-switching from Betawi to Indonesian was also identified. One example is found in the Nutrisari advertisement:

"Es cincau sedep bet dah! Jeruk peras semua suka!"

(Nutrisari advertisement, appearing in the middle segment of the compilation video)

The Betawi phrase *"sedep bet dah"* is followed by an Indonesian sentence. The use of Betawi highlights local identity, while the shift to Indonesian ensures wider audience comprehension.

Internal Code-Switching from Indonesian to Sundanese

An example of Indonesian to Sundanese switching appears in the Getgit advertisement:

"Getgit yuk menggigit yuk neng gigit."

(Getgit advertisement, appearing in the early segment of the compilation video)

The word *"neng"* is a Sundanese address term for a young girl. Its insertion creates a warm and intimate tone intended to attract consumer attention.

External Code-Switching from Indonesian to English

External code-switching involves shifts between Indonesian and a foreign language, most commonly English. This pattern was frequently observed in the data.

For instance, the Chitato Lite advertisement includes the slogan:

"Chitato lite, jadikan semua momen lebih ringan. Chitato lite, lite up your life."

(Chitato Lite advertisement, appearing in the early segment of the compilation video)

The English slogan reinforces the brand's modern and global image. Similarly, the Acaraki Golden Sparkling advertisement features:

"Acaraki golden sparkling my golden moment."

(Acaraki Golden Sparkling advertisement, appearing in the middle segment of the compilation video)

The English phrase *"my golden moment"* aligns with the premium branding of the product.

Another example is found in the Active Water advertisement:

"Minuman isotonik dan multivitamin pilihan lebih sehat... Which to prove me and you to be active."

(Active Water advertisement, appearing in the final segment of the compilation video)

Here, an English clause follows an Indonesian description, emphasizing an active lifestyle associated with the product.

Code Mixing

Code-mixing occurs when linguistic elements from one language are inserted into another language within a single utterance. In this study, code-mixing appeared in four main forms

Code Mixing through Word Insertion

Examples such as *"snack," "cup,"* and *"full"* demonstrate word-level code mixing. These English words are inserted into Indonesian sentences as substitutes for *"cemilan," "cangkir,"* and *"penuh,"* reflecting common usage and consumer familiarity.

Code Mixing through Phrase Insertion

Phrase-level code mixing appears in expressions like *"Fun Factory," "less sugar,"* and *"soccer edition."* These phrases are retained in English to match product labeling and to convey information efficiently.

Code Mixing through Clause Insertion

Clause insertion is observed in phrases such as *"better big pack," "get it now,"* and *"double lock protection."* These English clauses are embedded within Indonesian sentences to highlight product features and persuasive messages.

Code Mixing through Baster Insertion

Baster forms such as *"pouchnya," "gamenya,"* and *"sunsetnya"* combine English lexical items with Indonesian affixes. This hybrid form reflects contemporary language practices and increases relatability, particularly among younger audiences.

Code-switching and code-mixing frequently appear in advertising discourse because advertising language is designed to attract public attention and influence potential consumers' purchasing decisions. Advertisers often select linguistic forms that are engaging, memorable, and emotionally appealing. One illustrative example identified in this study is the *Sosis So Nice* advertisement included in the compilation video uploaded by the Satria Channel on December 1, 2022, entitled *Kompilasi Iklan Edisi November 2022 Ad Compilation*. At minute 23:00, the advertisement features the following lyrics:

"So so sosis so nice, sosis so nice ko di banding bandingke, saing saingke gak bakal kalah, satu gigitan enggak cukup, jadi ngunyah terus kan maen rasane.

Sosis so nice, bukan main rasanya!" This advertisement adapts a song that became widely popular in Indonesian society, namely *Ojo Dibandingke*, performed by Farel Prayoga and composed by Abah Lala. The original song incorporates Javanese linguistic elements, and its adaptation in the advertisement demonstrates how regional languages are creatively integrated into commercial media. Such usage illustrates the dynamic development of local languages through contemporary platforms, including advertising media.

The incorporation of regional languages in advertisements contributes to the preservation of local culture and strengthens community pride in cultural heritage. This finding supports Muharram's view that code-switching and code-mixing should not be regarded as indicators of linguistic deficiency. Instead, within advertising discourse, these practices function as deliberate communicative strategies. This perspective aligns with pragmatic theory, particularly the view expressed by Keith Allan (1986, as cited in R. K. Rahardi, 2004:21), which emphasizes that the core concern of pragmatics lies in speakers' intentions. In advertising, language choices, including code-switching and code-mixing, are shaped by the intention to convey messages effectively and to capture audience attention as part of the communicative goal.

Regional languages are frequently employed in advertisements to reach broader consumer segments, especially in areas where such languages are actively used in daily communication. The use of local languages enables advertisers to establish a closer emotional connection with audiences who share the same cultural background. Kasali (as cited in Indrawati, 2017) explains that advertising messages function as persuasive offers, and these offers tend to have a stronger psychological impact when delivered in the language most familiar to the target audience. In addition to regional languages, foreign languages are commonly utilized in advertisements to convey modernity and global orientation. English, in particular, is widely recognized internationally, making it an effective tool for enhancing brand image, product recognition, and consumer recall.

However, the interaction between local and foreign languages through code-switching and code-mixing produces both positive and negative implications. On the positive side, the inclusion of regional languages in advertising supports their maintenance and visibility in public discourse. On the negative side, excessive reliance on local languages may limit audience comprehension, particularly among consumers who are not proficient in those languages. Similarly, overuse of foreign languages in advertising may marginalize regional languages and gradually weaken local linguistic identities.

The use of foreign languages in marketing communication can project a contemporary and international image. Nevertheless, if foreign language elements dominate advertising discourse, they may contribute to the erosion of regional languages and cultural identity in Indonesia. This condition underscores the importance of maintaining balance in language use so that commercial objectives do not undermine linguistic diversity and cultural sustainability.

CONCLUSIONS

Based on the analysis of food and beverage advertisement compilation videos uploaded on the YouTube Satria Channel, this study reveals that code-switching and code-mixing are widely employed in advertising discourse. These linguistic practices appear in the forms of internal and external code-switching, as well as code-mixing through the insertion of words, phrases, clauses, and baster elements. Their frequent use reflects the persuasive nature of advertising language, which is designed to capture audience attention, increase message appeal, and influence consumer behavior. At the same time, advertisements function as public linguistic spaces where regional languages can gain visibility and continued use. The findings further demonstrate the linguistic complexity of Indonesian society, where local, national, and foreign languages interact dynamically. Although code-switching and code-mixing can enhance expressiveness and relatability, their effectiveness depends heavily on contextual appropriateness and audience familiarity. When language choices are not carefully aligned with the target audience, they may reduce message clarity or limit comprehension. In food and beverage advertising, however, the strategic use of multiple linguistic codes often becomes a communicative necessity, as meaning and emotional appeal are constructed through familiar and culturally resonant language forms. From a practical perspective, advertisers and digital content creators are encouraged to apply code-switching and code-mixing deliberately rather than intuitively. Regional languages may be used to strengthen emotional connection and cultural proximity, particularly when targeting local or community-

based markets. Foreign languages, especially English, can be employed to project modernity and global orientation, but their use should remain supportive rather than dominant. To enhance accessibility, advertisers may consider providing contextual cues, subtitles, or brief explanations for unfamiliar linguistic elements, ensuring that messages remain inclusive for diverse audiences. Moreover, content creators on platforms such as YouTube should recognize their role not only as marketers but also as contributors to public language practices. Thoughtful language selection in advertisements can support language awareness, reinforce cultural identity, and encourage positive attitudes toward linguistic diversity. By balancing commercial objectives with cultural and communicative responsibility, advertisers can produce content that is both persuasive and socially meaningful within Indonesia's multilingual context.

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