



CODE SWITCHING AND CODE MIXING USED IN *GoGirl!* MAGAZINE

A FINAL PROJECT

In Partial Fulfillment of the Requirements

For S-1 Degree in Linguistics

In English Department Faculty of Humanities

Diponegoro University

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SEMARANG

2018

PRONOUNCEMENT

I state truthfully that this project is compiled by me without taking the results from other research in any university, in S-1, S-2, and S-3 degree and diploma. In addition, I ascertain that I do not take the material from other publications or someone's work except for the references mentioned in the bibliography.

Semarang, May 2018

Fathina Ayu Dyarini

MOTTO AND DEDICATION

*“Trials make you strong. Failure makes you humble. Challenges make you strive.
Life keeps you going and growing” (Kemi Sogunle)*

*This paper is dedicated to
people who have supported me to
this very moment.*

APPROVAL

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ACKNOWLEDGEMENT

Praise to God who has given the strength and chance to the writer so this project on “Code Switching and Code Mixing Used in *GoGirl!* Magazine” came to a completion. On this occasion, the writer would like to thank all people who have supported the writer to the completion of this research report.

The sincere gratitude and appreciation is extended to Dr. Agus Subiyanto, M.A. as the writer’s advisor, who has given his continuous guidance, helpful corrections, advices and suggestions to make this final project complete.

The writer’s deepest thank also goes to the following:

1. Dr. Redyanto Noor, M.Hum as the Dean of Faculty of Humanities
Diponegoro University.
2. Dr. Agus Subiyanto, M.A as the chairman of English Department, Faculty
of Humanities Diponegoro University.
3. All of the lecturers in the English Department, Faculty of Humanities
Diponegoro University who have wholeheartedly shared their
valuable knowledge and experiences.
4. The writer’s beloved parents. Thank you for the full support, love and
pray. Every drop of tears and laughter will not go to waste.
5. The writer’s beloved sisters: Dita and Cinta, thank you for all the laughter
and support
6. The writer’s dearest pet, Demarcole.

7. CGKM (Nenden, Bayu, Ogenk, and Erie), thank you for the precious and incredible friendship.
8. Old time buddies (Allika, Pupe, Sari, Rida, Dimi), thank you for all the love and support.

The writer realizes that this final project is far from being perfect. The writer, therefore, will be glad to receive any constructive criticism and recommendation to make this final project better.

Finally, I expect that this final project will be useful to the reader who wishes to learn something about linguistics in contact and its effect for the society.

Semarang, May 23rd, 2018

Fathina Ayu Dyarini

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ABSTRACT

The use of code switching and code mixing in nowadays writing is increasingly prevalent in Indonesian society especially in teenage magazines. The aims of this study are to explain and to analyze the types of Code Switching and Code Mixing phenomena in *GoGirl!* Magazine. In collecting data, I used purposive sampling and observation method with note-taking technique. The method used in this study is distributional by classifying data based on the types of code switching and code mixing. The analysis shows that there are two types of Inter-Sentential Switching used in this study are heading/sub-heading to inside text and a sentence in the inside texts, one type of code mixing, which Indonesia sentence containing English words and phrases, and tag switching. Code mixing phenomena in this study show their function mixing English words as a subject, predicate, adjective clause, object of preposition, and adjective phrase in Indonesia sentence. There is also social factor found in this study such as the topic, the participant, and social context.

Keywords : Code Switching, Code Mixing, *GoGirl!*

1. INTRODUCTION

Background

In 1922, in “Tractatus Logico-Philosophicus,” the philosopher Ludwig Wittgenstein wrote, “The limits of my language mean the limits of my world.” The words that we know and learn affect what we see and the more words there are, the better our perception. When we learn to communicate in a different language, we also learn to see a bigger world. Bilinguals are often broadly defined as individuals or groups of people who obtain the knowledge and use of more than one language. However, bilingualism is a complex psychological and socio-cultural linguistic behavior.

The study of language has never ended to be talked until now. This is because language has become a part of human life. Language has a dominant influence over people and their behavior. It is also a part of society, and so when we use a language we must consider the way the members of the society communicate to each other. This means that when we use language as a communication device. As the respond of that, people will try to find out how the language should be conveyed in a society so that we could communicate among others effectively. This is particularly true in the fields of marketing and advertising. The choice of language to deliver specific messages with the intention of influencing people is vitally important.

The linguistic properties in advertising language have attracted the attention of linguistic researchers over the years. Across cultures, English is

frequently used in journalism and it appears to be the preferred lingua franca in code-switched journalism. The English language symbolizes westernization, technology and modernity. Mixed English in journalism can provide associations to these images. Print media use the written language as well as visual images as seen in *GoGirl!* Magazine. Many articles in *GoGirl!* Magazine use code mixing and code switching as a great trend, and mainly from lifestyle and beauty journal section.

Repeatedly, they come in the form of attention-getters. How much and in what contexts English is mixed depending on how receptive the specific country is to this foreign language. In accordance with the fast development of English varieties in Indonesia, the use of English in journalism can be seen vividly in every mass media, whether it is electronic or print. The present study is aimed at offering insights and factors on code-mixing and code-switching phenomenon in *GoGirl!* Magazine.

This study aims to describe the types of Code Switching and Code Mixing that exist in *GoGirl!* Magazine. In this data analysis, the writer uses Code Mixing and Code switching theory. The writer uses the explanation of Charlotte Hoffmann (1991), Miriam Meyerhoff (2006) and Pieter Muysken (2000)

2. PREVIOUS STUDIES

Many researchers have conducted research on code switching and code mixing. One of the studies is Rachel Veni Kumalasari (2008) who wrote "*A Study of Code Switching in "Empat Mata" Talk Show*". The conclusion of her final project is that "*Empat Mata*" is an interesting talk show, which has a great of probability of code switching happening. In this research, English, Javanese, Chinese, Acehnese, and Padangnese are found as the languages used in code switching. It can be stated that the host and some other conversants tend to switch into English incorrectly. In other words, the host and some other conversants do not have a good proficiency in speaking English.

Another study was by Ummi Fadlilah (2010) with her final project entitled "*An Analysis of Code Mixing Used In Indonesian Television Commerce in The 1st –5th June of 2010*". The conclusion of her final project is, it is found that there are three forms of code mixing used in Television Commerce. They are word mixing, phrase mixing and clause mixing. There are several reason for the advertising agency mix their language: (1) because of the brand, formula, or the slogan of the product originated in English language, (2) there are no equal language to Indonesian language, (3) the English word, phrase, or clause are more popular than Indonesian language, (4) to gain attention of the consumer.

Other research is done Namaskhara Gilang Ramadhan (2015) in his final project entitled "*Code Mixing And Code Switching Analysis in Ranah 3 Warna Novel By Ahmad Fuadi*". In this research, he analyzed the types of code switching

and code mixing in conversation from dialog of the novel and the reason of the use of it.

The last previous study comes from Ela Kurnia (2015) in her research “*Description of Using Code Switching And Code Mixing in Conversation by The 9th Semester English Literature Students of State University of Semarang in The Academic Year 2014/2015*”. She analyzed the types of code switching and code mixing in conversation from students’ utterances and the reason of the use of it.

The difference between the studies and my study is I identify bilingualism as well as code switching and code mixing of articles in GoGirl! Magazine. From the previous studies above, their data that they analyzed were not taken from any magazine.

3. LITERARY REVIEW

A. Definition of Code Switching and Code Mixing

Code switching is potentially the most creative aspect of bilingual speech (Hoffman, 1991 : 109). He further adds that the feature of bilingual speech such as interference, code mixing and code switching are normal phenomena because bilinguals often find it easier to discuss a particular topic in one language rather than another (Holmes, 2000 : 44). Mackey as quoted by Hoffman states that interference is the use of features belonging to one language while speaking or writing another (Hoffman, 2000 : 111). Grosjean as quoted by Hoffman uses the term ‘language borrowing’ to refer to the terms that have passed from one

language to another and have come to be used even by monolinguals. Hoffman says that the most general description of code switching is that it involves the alternate use of two languages or linguistic varieties within the same utterance or during the same conversation.

Code mixing is a part of code switching which can be included in the type of code switching: “Involving a word within a sentence” because according to Poplack, Apple and Musket, code mixing is switching occurring at the lexical level within a sentence. (Muysken : 2000)

Types of code switching

Hoffman (1991:112) shows many types of code switching based on the juncture or the scope of switching where languages take place. Those are intra- sentential switching, inter-sentential switching, and tag switching. Each type will be described bellow:

1. Inter Sentential Switching

Inter sentential switching is code switching that happens between clauses or sentence boundary. In this case, an entire clause or sentence in one language is switched to another language for a subsequent clause or sentence. Indirectly this switching is concerned with the situation and the atmosphere of the conversation (Holmes, 2000 : 38). Unlike the previous type, this switching is not limited to the insertion of one or two words. In addition, this switching should take place between at least two clauses,

which also can be two sentences. The following example shows intersentential switching from Turkish to Dutch (Backus (1992:91) “*Niye ora-ya gönder-iyor-lar? Arm man*” (Why are the sending him there? the poor man). In intra sentential switching, the shift is done in the middle of a sentence, with no interruptions, hesitations, or pauses indicating a shift. It often happens within one sentence or even a one phrase. The speaker is usually unaware of the switch, until the fact.

2. Intra Sentential Switching

Intra sentential switching or code mixing happens within clause or a sentence. In this case, the speaker may switch parts of clauses, lexical items, or even morphemes. Intra sentential is code switching in which switches occur between a clause or sentence boundary. An example of this is seen in the title of Poplack’s (1980) study “Sometimes I’ll start a sentence in English *y termino en español*” (italics added), (sometimes I’ll start a sentence in English and finish in Spanish)

3. Tag Switching

This kind of switching is sometimes called emblematic switching or tag switching. The switch is simply an interjection, a tag, or a sentence filled in another language, which serves as an ethnic identity marker.

Tag switching is code switching with sentence tags that precede or follow a sentence. This involves the insertion of a tag in one language into an utterance that is otherwise entirely in another language. Some examples of common tags in English include 'you know', 'I mean', and 'right'. In Spanish-English switching one could say, "Él es de Mexico y asi los criaron a ellos, you know."

Social Factors

Social aspects like the context, participants, the topic and purposes are important factors in explaining various sociolinguistic phenomena such as borrowing, diagglossia, code switching, register, style, and interference (Holmes, 2013).

The Topic: Topic here refers to the subject matter that is being spoken about or discussed in the very moment of the conversation between the participants. A topic may be a religious sermon, formal speech, news casting, or exchange of pleasantries between peers. Thus, selection of a code is mostly determined by the topic of discussion.

The participants: are the speakers or language users, who involve in particular interactions or conversation which consist of who is/are speaking, and who are they speaking to? Therefore, choice of a particular code rather than another is determine by the participants involve in the course of a particular interaction.

Social Context: Context is another determinant factor in language choice (Wardhaugh, 2011). The context here refers to any social setting or background

where the interaction is taking place between the participants. This covers where they (participants) are speaking at the moment of the conversation, which can be in or outside a classroom, office or official meeting, or at home.

4. RESEARCH METHOD

Before conducting this study, I determined the research method that I used. There are two kinds of methods used in this study. They are method of collecting data and method of analyzing data.

4.1 Method of Collecting Data

The data of this study are articles from *GoGirl!* Magazine. To select the data, I used purposive sampling method and I got three articles for the observed data. The data were then observed to see the phenomena of code switching and code mixing. I used observation method with note taking technique. It is qualitative because this study is based on qualitative data. Qualitative research refers to what, how, when, of a thing is in its essence and ambience.

4.2 Method of Analyzing Data

I used distributional method by classifying data based on the types of Code Switching and Code Mixing. I analyzed the data by using descriptive analysis and the data were described as they are. The analysis of qualitative data were done through some steps. First, I classified the data based on the types of code

switching and code mixing, then, I compared the data to know the tendency of the occurrences of the code switching and code mixing phenomena.

5. DATA ANALYSIS AND DISCUSSION

5.1 The types of Code Switching

There are three types of code mixing and code switching found in three articles of *GoGirl!* Magazine. They are Inter-sentential switching, Intra-sentential switching, and Tag Switching. The frequency of occurrences of the three types of Code Switching can be seen from the table below.

Types of Code Switching	Frequency	Percentage
Inter-sentential Switching	9	45%
Intra-sentential Switching	9	45%
Tag Switching	2	10%
Total	20	100%

We can see from the table above that in this study Inter-sentential switching and Intra-sentential switching have the same frequency with the percentage 45%, meanwhile tag switching has the lowest of percentage 10%. In total, there are 20 switchings in this study.

5. 1.1 Inter Sentential Switching

This type of code switching can be seen from the heading/sub-heading to the text or from a sentence in the inside text to another sentence in the same text.

I. Heading/sub-heading to the inside text

Inter-sentential switching found in the heading/sub-heading occur when the writer used English

E (English) → I (Indonesia)

1) “**Way Out.**

E

Orang tua bercerai bukan berarti kamu harus

I

kehilangan salah satu dari mereka dan kamu pun berhak untuk tetap mendapat kasih sayang dari keduanya.”
(Paragraph 3, Article 1)

Code switching can be seen in this tagline because the writer used Bahasa Indonesia in the next sentence. The writer wanted to show that there is solution of the related issue, which will help the reader.

2) “**THE SECOND SISTER.**

E

Berteman sama tipe ini kudu ekstra hat-hati karena dia tipe

I

orang yang susah suka orang lain tapi milih percaya sama *small group* aja.”

(Paragraph 2, Article 3)

The writer used English in this tagline before switching to Bahasa Indonesia. This code switching here shows that “**THE SECOND SISTER**” is the main idea of the following paragraph.

3) “**THE ERRANT BOON COMPANION.**”

E

Kita pasti punya temen dari masa kecil atau masa-masa

I

baheula yang tiba-tiba ilang nggak ada kabar. Dia satu kota sama kita tapi hilang kontak gitu aja.” (Paragraph 4, Article 3)

The new tagline above is Inter-sentential switching or code switching. The current tagline used English, then in the next sentence in a new paragraph the writer switched to Bahasa Indonesia.

4) “**HELP! I’M IN DILEMMA!**”

E

Terganggu sama dilema *that keeps you up at night and*

I

worrying about what’s right thing to do?”

(Title 1, Article 1)

The construction above contains Inter-Sentential switching or can be said code switching. The writer used English in this title, but in the next sentence, the writer switched to Bahasa Indonesia and switched again to English in the same sentence. The use of code mixing here makes the article sound interesting for young readers before they read the whole article.

In the beginning of the article, the writer used English in opening sentence to greet the readers with the international language. The next sentence is in to Bahasa Indonesia to make sure that the readers understand the content.

I → E (Indonesian, English)

- 7) “Dan pertemanan macam ini tipe persahabatan paling ideal
I
karena sama-sama membebaskan dan menghargai privasi satu
sama lain, *right? So which one are you?*”
E E
(Paragraph 7, Article 3)

The writer gave a question in the last sentence in English to make them choose what type of friend the reader is in the following article.

- 8) “Pernah ngerasa kesepian dan sendirian padahal lagi bareng
I
temen-temen? *But here’s the thing, loneliness is one thing,*
E
solitude is another. Ungkapan ini bisa mewakili perasaan
loner.”
E
(Paragraph 1, Article 2)

The construction above shows that the writer used Bahasa Indonesia and switched to English in the next sentence to

explain the differences between loneliness and solitude to the readers.

- 9) “Orang tua bercerai bukan berarti kamu harus kehilangan
I
salah satu dari mereka dan kamu pun berhak untuk tetap
mendapat kasih sayang dari keduanya. You can still be with
E
them both, just not in the same time. Untuk nentuin sama
I
siapa kamu akan tinggal setiap harinya, perhatikan faktor ini.”
(Paragraph 3, Article 1)

The writer used Bahasa Indonesia in the opening sentence before switching to English. The use of English “You can still be with them both, just not in the same time” is aimed to attract the readers about the situation described in the text.

5. 1. 2 Intra Sentential Switching

Intra-Sentential Switching is also known as code mixing. There are 9 code mixings or Intra-Sentential Switching that I found in this analysis. These phenomena occur in Indonesian sentences containing English words or phrases, as seen below.

- 1) “But what happens next mungkin ngga terpikiran
E I
sebelumnya” (Paragraph 3, Article 1)

Intra-sentential switching “But what happens next” in the sentence above shows as a subject in Indonesia sentence.

- 2) “Terganggu sama dilema that keeps you up at night and
I E
worrying about what’s right thing to do.
(Paragraph 1, Article 1)

Intra-sentential switching or code mixing can be seen from this sentence, which also happens in the opening sentence of the first article. Code mixing here has a role as an adjective clause in Indonesia sentence explaining “dilemma”.

- 3) “Bukan berarti kamu dan sahabat will become enemy for the
I E
rest of your live.” (Paragraph 2, Article 1)

Code mixing appeared in this sentence will become enemy for the rest of your live.” functions to replace “akan menjadi musuh selama hidupmu” in Bahasa Indonesia. It can be seen that code mixing above shows as a predicate in an Indonesian sentence.

- 4) “Siapa tahu solusi dari GoGirl! Ini bisa membantu kamu
I
keluar dari dilemmatic situation tersebut.”
E
(Paragraph 1, Article 1)

Another example of code mixing here can be seen in the middle of the sentence. “Dilemmatic situation” here functions as the object of preposition in the Indonesian sentence.

- 5) “Kesepian, seperti kata Grtechen Rubin di Psychology Today
I E
dibagi jadi beberapa aspek.”
I
(Paragraph 3, Article 2)

Intra-sentetial switching here appeared in the middle of the sentence. The reference here is English as the original language, and the writer stated it again by Bahasa Indonesia combined with English. This phenomenon classified as object of preposition in the Indonesian sentence.

- 6) “Berteman sama tipe ini harus ekstra hat-hati karena dia tipe
I
orang yang susah suka orang lain tapi milih percaya sama small group aja.”
E
(Paragraph 2, Article 3)

“small group” here means as a synonym for “kelompok yang lebih sedikit partisipannya”. It also shows “small group” as a object of preposition in the Indonesian sentence.

Bahasa Indonesia. The term “cool” here shows as an adjective phrase in the Indonesian sentence.

5. 1. 3 Tag Switching

According to Romaine (1995), tags are “subject to minimal syntactic restrictions”; therefore the insertion into a monolingual utterance does not disrupt syntactic rules. This implies that Inter-Sentential and Intra-Sentential Switching reflect higher language proficiency, unlike the case of Tag Switching. I only found two kinds of Tag Switching in this analysis. The data are as follows:

- 1) “Well, kesepian nggak melulu soal kehadiran atau absennya
E I
seseorang.” (Paragraph 2, Article 2)

Tag switching here can be seen in the beginning of the sentence. The expression “Well” which is an English particle, representing a tag, which is followed with an Indonesian sentence. The switching from English to Indonesian sentence may give benefit in reading like this sentence is good to read.

- 2) “Dan pertemanan macam ini tipe persahabatan paling ideal
I
karena sama-sama membebaskan dan menghargai privasi satu
sama lain, right?
E
(Paragraph 6, Article 3)

The English term “right?” here is a set of example of tag switching. Instead of using “iya kan?”, the writer chose the English term because it sounds more interesting for young readers compared to the term in Bahasa Indonesia.

5.2 Social Factors

- 1) “Kesepian, seperti kata Grtechen Rubin di Psychology Today
I E
dibagi jadi beberapa aspek.”
I
(Paragraph 3, Article 2)

For the statement above, the writer used *Psychology Today* because it is the original name of the book that is written by Gretchen Rubin. If it was translated to Indonesian, it would be ‘Psikologi Hari Ini’.

The Topic

- 2) Dia bisa boros dan bahkan rela ngutang demi fashion item
I E
impiannya.”
(Paragraph 5, Article 3)

Usually, a person used code mixing because the words are often used; it is easier to remember than using it in own language. The writer here would rather choose ‘*fashion item*’ than the term in

Indonesian because it is very common phrase when the topic is fashion.

- 3) “Temen yang kayak gini bisa jadi *personal stylist* pas kita
I E
nggak tahu harus make apa ke pesta atau acara-acara tertentu.”
(Paragraph 5, Article 3)

The writer here used ‘*personal stylist*’ because the topic is still about fashion. Personal stylist means as an occupation in fashion field. There is an Indonesian term for this, which is *Penata Busana Pribadi*. But it is not very common so the writer used the English term.

The Participant

- 4) “Kita ingetin aja kalo kita tetep sayang meski dia nggak
I
berpenampilan *cool* mulu.”
E
(Paragraph 5, Article 3)

The writer chose the word ‘cool’ rather than ‘*keren*’ because of the readers are mostly teenagers and young adults. So the writer felt it was more modern to use the term ‘cool’.

Social Context

- 5) “Dan pertemanan macam ini tipe persahabatan paling ideal
I
karena sama-sama membebaskan dan menghargai privasi satu
sama lain, *right? So which one are you?*”
E E
(Paragraph 7, Article 3)

From the previous statement above, it shows that the writer gave the question to reader with English terms. *GoGirl! Magazine* is one of pop culture magazines in Indonesia, that's why the writer used many English terms in it. Because it has prestige value and they want the reader to be more educated with International language.

6. CONCLUSION

After analyzing code switching and code mixing phenomena in *GoGirl!* Magazine, I concluded that there are two types of Inter-Sentential Switching, which are heading/sub-heading to inside text and a sentence in the inside texts. I also found code mixing, which Indonesia sentence containing English words and phrases, and tag switching. Code mixing phenomena in this study show their function mixing English words as a subject, predicate, adjective clause, object of preposition, and adjective phrase in Indonesian sentences. There is also social factor found in this study such as the topic, the participant, and social context.

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