

ABSTRACT

Aryanti, Ni Kadek Sri. 2022. **THE STUDY OF CODE SWITCHING USED ON “MAUDY AYUNDA MUSIC” YOUTUBE CHANNEL.** English Study Program, Faculty of Foreign Language, Mahasaraswati Denpasar University. Supervisor: I G B Wahyu Nugraha Putra, S.S., M.Hum.; Co Supervisor: Putu Devi Maharani, S.S., M.Hum.

Code switching is one of sociolinguistic phenomenon that can be found in many fields; in daily life or social media. It is because a lot of people are mastering more than one language, thus they are adequate to switch between languages within the conversation. This study concerned on code switching found in social media that is YouTube, particularly on *Maudy Ayunda Music* YouTube channel. The specific aims of this study are to discover the code switching types uttered by Maudy Ayunda on her YouTube channel, and to identify the code switching functions used by Maudy Ayunda on her YouTube channel. The descriptive qualitative method is implemented in analyzing the data. It aims to give an evident explanation on the analysis; Poplack's theory (1980) and Appel & Muysken's theory (1987) were used to analyze the data. The outcome of the study shows that all types and functions of code switching were found. First, there are three types of code switching found; those are tag switching, inter-sentential switching and intra-sentential switching. Second, there are six functions of code switching found; those are metalinguistic function, phatic function, directive function, poetic function, expressive function and referential function. This study is expected to give benefit to the reader in gaining more comprehension about code switching including the types and the function of code switching.

Keywords: *Code switching, Maudy Ayunda, YouTube.*