ABSTRACT

Putu Artiasih. 2022. **CODE SWITCHING FOUND IN WHATSAPP GROUP CONVERSATION AMONG THE RESEARCHERS OF BIRD CONSERVATION OF UNIVERSITAS MAHASARASWATI DENPASAR.** English Study Program. Faculty of Foreign Languages, Mahasaraswati Denpasar University. Supervisor: Dr. I Gusti Agung Sri Rwa Jayantini, S.S., M. Hum; Co Supervisor: Ni Nyoman Deni Ariyaningsih, S.S., M.Par.

This study focuses on the analysis of code-switching in WhatsApp group conversation among the researchers of bird conservation of Universitas Mahasaraswati Denpasar. The research is about Synergy of Bird Conservation with Customary Village Community to Promote Demulih Bangli as a Green and Harmonious Virtual Educational Tourism or in Indonesian is *Sinergi Konservasi Burung Bersama Desa Adat dalam Mempromosikan Bukit Demulih Bangli sebagai Kawasan Wisata Edukasi Virtual yang Hijau dan Berkicau* (henceforth *SITADEWIKU)*. The study aims to identify the types and functions of code-switching in the Universitas Mahasaraswati Denpasar researcher's WhatsApp group. It was found that 110 text messages show the use of code-switching. The descriptive qualitative method was applied in this research. The types of code-switching were analyzed using Romaine's (1995) theory, and the function of code-switching was analyzed using the theory of Appel & Muysken's (2006). There were three types of code-switching found by the researchers: tag-switching, inter-sentential, and the last one is intra-sentential. The results showed that of 110 data texts, most of the data used by the research members was inter-sentential switching. Based on the theory used, there were six functions of code-switching from the data above, namely referential function, directive function, expressive function, phatic function, metalinguistic function, and poetic function. The expressive function is the most commonly used function of code-switching found. These findings show that code-switching is becoming increasingly common and may be used as a suitable learning medium. This research will provide readers with insight into code-switching and understanding research studies, especially bird conservation.

Keywords: *code-switching, WhatsApp group, research*