

## ABSTRACT

Anjani, Ni Putu Tika Elistya. 2023. **An Analysis of Code Switching Found in *Bicara Cinta* Episode on Puella.id YouTube Channel**. English Study Program, Faculty of Foreign Languages, Mahasaraswati Denpasar University. Supervisor: I Dewa Ayu Devi Maharani Santika, S.S., M. Hum.; Co-Supervisor: Dr. Desak Putu Eka Pratiwi, S.S., M.Hum.

Nowadays since the ability of people to speak more than one language caused the phenomenon called code switching, it can occur in various kind of human communication, either direct or indirectly. YouTube is one of the most popular social media sites in the world, offering people the possibility of watching and uploading their videos. This study concerns with analysing Code Switching Found in *Bicara Cinta* Episode on Puella.id YouTube Channel. The objectives of this study are to find out the Types of Code Switching and the Reasons of Code Switching Found in *Bicara Cinta* Episode on Puella.id YouTube Channel. The data of this study are collected from two different videos namely “Cinta Laura Kaget Ternyata Kehidupan Puteri Indonesia Itu ...” and “Yuki Kato, Hidupku Gak Seperti yang Kalian Pikir”. This study used descriptive qualitative method where the data are collected through observation with notetaking technique, for analysing the data this study applying theory code switching that purposed by Poplack (1980) and theory from Hoffman (1991) to figure out the reasons of code switching. The result showed that all types of Code Switching with seven Reason of Code Switching found in this research, for the most dominant types is Intra-sentential switching with 102 data (81%), Inter-sentential switching with 13 data (10%), and Tag switching with 11 data (9%). Meanwhile for seven reasons of code switching based on theory of Hoffman, this study found all the reason include Talking about a Particular Topic Quoting Someone’s Word, Being Emphatic about Something, Interjection, Repetition Used for Clarification, Intention of Clarifying the Speech Content for Interlocutor, Expressing Group Identity. The most dominant reasons is Talking about a Particular Topic with 76 data (60%).

*Keywords: youtube, code switching, bicara cinta.*