

ABSTRACT

Cahayani, Ni Kadek Widya, 2023. **Code Switching Found in Indonesia's Next Top Model Season 1 Program on NET TV**. Faculty of Foreign Languages, Mahasaraswati Denpasar University. Supervisor: I Komang Sulatra, S.S., M.Hum., Co-supervisor: I Gde Agoes Caskara Surya Putra, S.S., M. App. Ling

This study aims at finding out the types of code switching and analyze the reason of code switching found in Indonesia's Next Top Model (INTM) Season 1 Program on NET TV spoken by Luna Maya and Patricia Gouw. The data sources were collected from four videos of Indonesia's Next Top Model Season 1 program on NET TV that were uploaded on its official Youtube Channel with the link <https://www.youtube.com/@IndonesiasNextTopModels>. The data were analyzed using a descriptive qualitative method in order to gain a clear description of the data research. The theories proposed by Poplack (1980) were used to categorize the types of code switching and also proposed by Hoffman (1991) to analyze seven reasons of code switching found in life. There were found 64 data of code switching in total that can be classified into 6 data or 9% Tag Switching data, 11 data or 17% Inter-sentential Switching data, and lastly 47 data or 73% Intra-sentential Switching data. Where the most dominant reasons of code switching was found is Talking about Particular Topic with 32 or 50% data, Intention of Clarifying the Speech Content for Interlocutor with 13 or 20,31% data, Interjection (inserting sentence filler or sentence connector) with 7 or 10,94% data, Showing Emphatic about Something with 5 or 7,81% data, Expressing Group Identity with 3 or 4,69% data, Repetition used for Clarification with 1 or 1,56% data, and lastly Quoting Somebody Else with 3 or 4,69 data. It could be seen that the most dominant type of code switching found is intra-sentential switching and the most reason of code switching used was talking about particular topic.

Keywords: *code switching, YouTube, INTM*