

ABSTRACT

Ari, Imensiana. 2022. **An Analysis of Code Switching Found in Naila Farhana on YouTube Channel.** English Study Program, Faculty of Foreign Languages Mahasaraswati Denpasar University. Supervisor: I Komang Sulatra, S.S., M. Hum.; Co-Supervisor: I Dewa Ayu Devi Maharani Santika, S.S., M. Hum.

Code-switching occurs when the speakers switch the language from one language to another language in their conversation. Nowadays the phenomenon of code-switching becomes very familiar not only in direct communication but also in digital communication. This study aims at finding out the types of code-switching and analyzing the function of code-switching found in Naila Farhana's utterances on her YouTube channel. The descriptive qualitative method was used in analyzing the data found in Naila Farhana utterances on her YouTube channel. The two theories used to do the analysis are theory by Poplack (1980) in Romaine (1989), which is used to analyze the types of code-switching, and theory by Gumperz (1982) is used to analyze the functions of code-switching. The results show that there are three types of code-switching found in Naila Farhana utterances on her YouTube channel, namely tag switching, inter-sentential switching, and intra-sentential switching, the most dominant found is intra-sentential switching. Meanwhile, the functions of code-switching found, are quotation, addressee specification, reiteration, interjection, message qualification, and personalization versus objectification. Where the most dominant found is message qualification. Along with the development of human life, it also influences communication procedures, one of which is the phenomenon of code-switching which is increasingly common.

Keywords: *Code-switching, Naila Farhana, and YouTube Channel*