

ABSTRACT

Pandiangan, Junita, 2018. *Analysis of Code Switching and Code Mixing Performed by ViaVia Travel's Staff Yogyakarta on their WhatsApp Group*. Thesis Undergraduate Program, Mercu Buana University of Yogyakarta. Advisor: Agustinus Hary Setyawan, S.Pd., MA.

Keywords: Code Switching, Code Mixing, WhatsApp Conversation, Bilingual, Multilingual

The aim of the research is to analyze the Code Switching and Code Mixing that is performed by ViaVia Travel's staffs. The staffs use Code Switching and Code Mixing in their daily conversation on their WhatsApp group.

The focus of the research is to find the types of Code Switching and Code Mixing that are found on the WhatsApp group by the researcher. Furthermore, the researcher analyses the reasons why ViaVia Travel's staffs use Code Mixing and Code Switching.

This research uses qualitative methods to analyze the data which is obtained from the conversation history stored in the researcher's personal computer. To conduct this research, the researcher uses several theories from different sociolinguists.

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Kata Kunci: Code Switching, Code Mixing, Percakapan di WhatsApp, dwibahasa, Multibahasa

Tujuan dari penelitian ini adalah untuk menganalisa tentang Code Switching dan Code Mixing yang dipakai oleh pekerja di ViaVia Travel. Pekerja di ViaVia Travel menggunakan Code Switching dan Code Mixing dalam percakapan mereka sehari-hari di grup WhatsApp mereka.

Fokus dari penelitian ini adalah untuk menemukan tipe-tipe dari Code Switching dan Code Mixing yang ditemukan oleh peneliti di grup WhatsApp. Selanjutnya, peneliti menganalisa motivasi dari pekerja di ViaVia Travel dalam menggunakan Code Switching dan Code Mixing.

Penelitian ini menggunakan metode kualitatif untuk menganalisa data yang diambil dari percakapan yang tersimpan di computer pribadi peneliti. Untuk melakukan penelitian ini, peneliti menggunakan beberapa teori sosiolinguistik.