

A Linguistic Study of Code-Mixing in Livy Renata's YouTube Content: The Case of "Who Knows Me Better Yasuke VS Jerome!"

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ABSTRACT

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The phenomenon of code-mixing has become increasingly common on social media platforms such as YouTube, where creators engage audiences from diverse linguistic and cultural backgrounds. This study addresses the limited research on the specific forms of code-mixing employed by Indonesian YouTubers, focusing on Livy Renata. This study aims to identify and classify the types of code-mixing used in her YouTube content. Using Muysken's (2000) theoretical framework, this study analyzed language data from a selected video on Livy Renata's channel. A descriptive qualitative method was applied to examine the occurrences and types of code mixing present. The analysis identified 47 code-mixing instances, comprising 16 insertions (34%), 24 alternations (51%), and 7 congruent lexicalizations (15%). These findings suggest that alternation is the most dominant form of code-mixing in this context, reflecting a flexible linguistic strategy influenced by bilingual interactions. This study provides insights into how Indonesian content creators navigate multilingual communication, contributing to broader sociolinguistic discussions on digital code-mixing practices.

Keywords: code-mixing, Youtube, podcast, content creator

ABSTRAK

Fenomena campur kode semakin umum ditemukan pada platform media sosial seperti YouTube, seiring meningkatnya interaksi dengan audiens yang memiliki latar belakang bahasa dan budaya yang beragam. Penelitian ini bertujuan mengidentifikasi dan mengklasifikasikan jenis-jenis campur kode yang digunakan oleh Livy Renata dalam salah satu konten YouTube-nya. Penelitian menggunakan pendekatan deskriptif kualitatif dengan menganalisis data bahasa berdasarkan kerangka teori Muysken yang mengelompokkan campur kode ke dalam tiga jenis, yaitu *insertion*, *alternation*, dan *congruent lexicalization*. Hasil analisis menunjukkan terdapat 47 kejadian campur kode yang terdiri atas 16 *insertion* (34%), 24 *alternation* (51%), dan 7 *congruent lexicalization* (15%). Jenis *alternation* menjadi bentuk yang paling dominan, menunjukkan bahwa perpindahan antarbahasa digunakan secara fleksibel dalam membangun komunikasi bilingual. Temuan ini mengindikasikan bahwa praktik campur kode tidak hanya berfungsi sebagai strategi komunikasi, tetapi juga mencerminkan identitas linguistik kreator konten di ruang digital. Penelitian ini diharapkan dapat memperkaya kajian sosiolinguistik mengenai praktik campur kode pada media sosial, khususnya dalam konteks kreator konten Indonesia.

Kata kunci: campur kode, Youtube, podcast, kreator konten



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Introduction

Humans are inherently social beings who rely on language to interact, fulfil their needs, and build meaningful relationships. Beyond its communicative function, language serves as a marker of identity, social belonging, and cultural alignment. In Indonesia, a nation characterized by linguistic richness with more than 700 local languages, language use often reflects complex social and cultural interactions (Yuliana & Yanti, 2023). With the growth of digital media, these interactions have extended into online spaces where bilingual and multilingual practices are increasingly visible and influential.

The term "code" refers to a specific language or dialect chosen by speakers in a given interaction. Stockwell notes that codes may include dialects, registers, or styles, selected based on the context and communicative goals (Stockwell, 2002). Wardhaugh reinforces this view by defining code as a communication system used in particular situations between individuals or groups (Wardhaugh, 2006). In bilingual or multilingual settings, speakers frequently switch between or blend codes to reflect their identities, social positioning, or emotional resonance, particularly in informal or spontaneous communications.

Code-switching and code-mixing are two prominent outcomes of language contact. While code-switching refers to alternating between languages across sentences or clauses, code-mixing involves integrating linguistic elements, such as words or phrases, from different languages within a single utterance (Muysken, 2000). In informal, fast-paced digital communication, code-mixing tends to appear more frequently as speakers effortlessly merge linguistic resources to achieve specific communication goals.

This phenomenon is evident in the speech of Livy Renata, an Indonesian YouTuber with an international educational background. Having an international educational background and a large youth audience, she often navigates between Bahasa Indonesia and English to express modernity, relatability, and authenticity (*Profil Livy Renata Lengkap, Dari Karier Hingga Kekayaan | Orami*, n.d.). Her podcasts, particularly episodes with fellow bilingual figures like Jerome Polin and Yasuke, illustrate how YouTubers strategically use code mixing to build personal branding and engage diverse audiences.

Previous studies, such as the analysis of Najwa Shihab and Maudy Ayunda's conversation on *Catatan Najwa* (Radhaswati & Nitiasih, 2023), have identified various types of code-switching and code-mixing (Muysken, 2003) along with their underlying reasons. Another study examined code-switching in the *Ngobrol Sore Semaunya* Podcast Episode 2, aiming to describe its types, causes, and functions through a qualitative descriptive approach. The findings revealed three types of code-switching—tag-switching, intra-sentential, and inter-sentential—as well as several reasons such as expressing solidarity or clarifying meaning, and six main functions including quotation and message qualification (Azyizah & Nuryanti, 2023). In a different context, research on Sri Mulyani Indrawati's *Kuliah Pengantar Ekonomi FEB UI 2019* demonstrated the use of all three types of code-mixing—namely insertion, alternation, and congruent lexicalization—with Indonesian-English patterns dominating the lecture based on Muysken's theory (Yang & Floris, 2022).

Building upon these studies, the present research analyzes the types of code-mixing used by Livy Renata on YouTube, applying Muysken's framework (Muysken, 2003) and Holmes' social factor theory (Holmes & Wilson, 2022), which considers participants, setting, topic, and function as key variables influencing language choice. While previous studies have largely focused on identifying the types and functions of code-switching and code-mixing in formal interviews, podcasts, or educational settings, limited attention has been given to how code-mixing operates within influencer-driven digital interactions, where language is closely tied to identity performance and audience engagement (Bucholtz & Hall, 2005).

Therefore, this study contributes theoretically by examining how alternation, insertion, and congruent lexicalization function not only as linguistic structures but also as resources for constructing bilingual identity and authenticity in informal online communications. By integrating structural typology and sociolinguistic context, this study aims to extend existing code-mixing studies beyond descriptive categorization toward a more nuanced understanding of multilingual identity construction and digital language practices in contemporary Indonesian media.

Literature Review

Code-switching and code-mixing occur when bilingual or multilingual speakers use more than one language in the same conversation or even in one sentence. The ability of multilingual people to mix their language use commonly occurs in daily contexts. Muysken developed a well-known theory that divides code mixing into three main types: insertion, alternation, and congruent lexicalization (Muysken, 2003).

Insertion occurs when a speaker adds a word or phrase from one language into the structure of another language without changing the grammar of the main language. This usually involves short words or expressions that naturally fit into the sentence. Insertion often includes single items or short phrases and may show how inserted words adapt to the grammar of the main language (Muysken, 2000). Research shows that insertion is the most common type of code mixing in bilingual speech, as in for example, "*Tergantung timing dan tergantung acaranya.*". The speaker inserts one word in English to a sentence in Bahasa Indonesia, portraying insertion by the speaker in their utterance (Muysken, 2003; Yang & Floris, 2022).

In contrast, alternation involves switching between larger parts of the language, such as whole clauses or sentences. In this type, the speaker moves clearly from one language's grammar and vocabulary to the other. Alternation may occur within a single conversation or even between speakers' turns, showing the speaker's ability to shift easily between languages. One example is "Saya suka makanan pedas. I have been eating it for five years." The speaker here utters a sentence in Bahasa Indonesia and a sentence in English, meaning that the speaker alters from one to another language (Muysken, 2003; Yang & Floris, 2022).

The third type, congruent lexicalization, appears when two languages share similar grammatical structures. Because of this similarity, speakers can smoothly mix words from both languages within the same sentence. This type usually occurs in communities where both languages have influenced each other, allowing bilinguals to combine them more naturally in their speech. One example is "*Ayo lihat sunrise dan jogging together besok di pantai.*" The speaker uses Bahasa Indonesia and English within the utterance, mixing words naturally and congruently (Muysken, 2003; Yang & Floris, 2022).

Muysken's typology (Muysken, 2003) is widely used in studies of bilingualism because it helps explain how bilingual speakers mix languages in different ways. It covers several levels of integration, from inserting single words to mixing sentence structures, and helps researchers understand how people use language to express identity and meaning in bilingual communications.

Method

This study adopts a descriptive qualitative approach to explore the types of code-mixing used by Indonesian YouTuber, Livy Renata. As defined by (Creswell., 2017), qualitative research focuses on understanding the meanings behind human behavior, making it suitable for analyzing natural language use in naturalistic settings. The video entitled "Who Knows Me Better: Yasuke vs. Jerome" was selected as the data source because of its rich instances of spontaneous multilingual interaction among bilingual speakers in an informal digital communication context.

Data collection involved transcribing the videos, identifying instances of code-mixing, and categorizing them using Muysken's typology: insertion, alternation, and congruent lexicalization. The transcription process focused on naturally occurring utterances containing elements of both Indonesian and English within a single interaction. Analysis followed the qualitative data analysis model consisting of data reduction, data display, and conclusion drawing (Miles, M.B & Huberman, 1994), enabling systematic identification and interpretation of recurring linguistic patterns.

The selection of a single video in this study represents a bounded case of naturally occurring bilingual discourse in a specific setting. The video was chosen purposively because it features extended spontaneous interaction among bilingual participants and reflects the informal conversational language

commonly used in digital media. Rather than aiming for statistical generalization, this study seeks to provide an in-depth description of code-mixing patterns within a particular interactional event in a specific context. Accordingly, the findings are intended to offer analytical insights into language use in digital discourse, especially within influencer-driven communication, rather than represent the entirety of the speaker’s linguistic behavior across different contexts.

Results and Discussion

In analyzing the data, the researchers applied Muysken's theory to categorize the types of code mixing found in the speech of Livy Renata. The types identified include insertion, substitution, and congruent lexicalization (Muysken, 2003). The following table depicts the frequency of each type of code mixing identified in the data:

Table 1. Types Of Code Mixes Found in Livy Renata’s Youtube Channel

| No. | Types of Code Mixing | Data | Percentage |
|-----|--------------------------|------|------------|
| 1. | Insertion | 16 | 34% |
| 2. | Alternation | 24 | 51% |
| 3. | Congruent Lexicalization | 7 | 15% |
| | Total | 47 | 100% |

The most widely used code-switching by Livy Renata is alternation, which shows that several things are the reason why alternation dominates the code-switching used by Livy Renata, including social background factors. Livy, who grew up in a bilingual or multilingual society, tends to be more familiar with two or more languages and often switches languages in her conversations. Individuals exposed to formal education in two languages more often use code mixing because they feel comfortable and confident in both languages. She attended an international school called Bina Bangsa School (BBS) from elementary to junior high school and graduated from Macquarie University in Sydney, Australia. (*Profil Livy Renata Lengkap, Dari Karier Hingga Kekayaan | Orami, n.d.*)

Insertion

Insertion refers to the embedding of lexical items or constituents from one language into the syntactic structure of another (Muysken, 2003). This form of code-mixing occurs when elements such as nouns, adjectives, or short phrases from a second language are placed within a base-language sentence without altering its grammatical structure. The data analyzed reflect several instances of this insertional pattern, with English words embedded in Indonesian utterances.

Example 1: Livy: *“You kan emang suka ketemu orang.”*

In this example, Livy inserts the English pronoun “You” into an otherwise fully Indonesian sentence. The term is used to address Jerome after he mentioned meeting many people at his Japanese school. The use of “you” does not disrupt the Indonesian syntactic structure but instead serves as a direct substitution for the Indonesian equivalent “kamu.” This instance aligns with Muysken’s notion of insertion, where single lexical items are embedded into another language’s structure for pragmatic or stylistic effects.

Example 2: Livy: *“Friendship-nya bakal selalu kuat.”*

Here, the English noun “Friendship” is inserted into an Indonesian clause, followed by the possessive suffix “-nya,” which is common in Indonesian. The main sentence retains its Indonesian syntax, while the English word enriches the sentence with an expressive or socially resonant nuance. This reflects the common trend of borrowing English in informal Indonesian digital discourse.

Example 3: Livy: “*Apa itu joke?*”

In this case, the English word “joke” is inserted at the end of an interrogative sentence in Indonesian. The structure remains unaltered, and “joke” continues to function as a noun within the sentence. This again illustrates Muysken’s insertion type, where English lexical items are seamlessly embedded into native-language sentences without syntactic interference.

These examples illustrate how insertion serves as a linguistic strategy that is both functional and identity-driven (Yim & Clément, 2021). Functionally, this allows speakers to select words that may carry more precise or contextually resonant meanings in English, especially in domains such as entertainment, emotion, or social relationships. From an identity perspective, the use of English insertions can signal bilingual fluency, international orientation, or alignment with youth and digital cultures (*Identity and Interaction: A Sociocultural Linguistic Approach* KIRAHALL, 2005; Yim & Clément, 2021).

Importantly, the inserted elements do not disrupt the overall grammatical structure of the utterances, confirming the dominance of Indonesian as the matrix language. This aligns with Muysken’s model and reflects a typical insertional pattern in code mixing, especially in casual, expressive digital conversations. In Livy’s case, it demonstrates her comfort navigating between two languages and leveraging this ability to engage a broad, multicultural audience, a defining characteristic of influencer communication in today’s globalized media landscape (Yang & Floris, 2022; Yim & Clément, 2021).

Iteration

Alternation refers to the switching between full grammatical structures of two languages within a single speech event (Muysken, 2003). Unlike insertion, which embeds isolated lexical items, alternation involves more complex shifts—typically from one clause or sentence in one language to another in a different language. Each segment maintains its original syntactic rules, demonstrating the speaker’s ability to manage both languages independently within the same discourse (Nurhamidah et al., 2018; Pareza & Rosita, 2023; Yang & Floris, 2022). In Livy Renata’s multilingual speech, several clear examples of alternation emerge, reflecting her bilingual competence and conversational flexibility.

Example 4 Livy: “*How does feel balik ke Indonesia?*”

This sentence demonstrates a switch between English and Indonesian. The clause “How does feel” starts in English but is immediately followed by the Indonesian phrase “balik ke Indonesia” (meaning “return to Indonesia”). Each part retains its respective language’s syntax, which indicates structural alternation. This switch may serve a rhetorical or stylistic function, enhancing the relatability or expressiveness.

Example 5 Livy: “*Do you have a plan buat naik gunung sama Jerome?*”

In this utterance, the question begins in English “Do you have a plan” and shifts into Indonesian with “buat naik gunung sama Jerome” (meaning “to hike with Jerome”). The grammatical independence of each part highlights alternation, where the speaker switches from one complete syntactic structure to another while maintaining the cohesion.

Example 6 Livy: “*Contoh ya, what do you think my favorite color?*”

Here, the speaker uses the Indonesian discourse marker “Contoh ya” (meaning “for example”) followed by an English interrogative clause. The sentence structure changes completely after the discourse marker, making this a clear instance of alternation. The transition is seamless but deliberate, reflecting the speaker’s fluency and strategic language use.

These examples of alternation showcase a deeper level of bilingual ability, where the speaker navigates two linguistic systems not just at the word level, but through full sentence structures. In contrast to insertion—which embeds single words or phrases—alternation reflects a more complex discourse-level engagement with multiple languages.

From a sociolinguistic perspective, alternation can serve various pragmatic and identity-driven functions. It may be used to emphasize certain information, shift tone, or create a dynamic and engaging communication style, especially in informal, multimedia contexts like YouTube (Muysken, 2003; Pareza & Rosita, 2023; Tannen et al., 2015; Yim & Clément, 2021). For Livy Renata, such usage aligns with her bilingual identity and may also function as a way to connect more effectively with both local (Indonesian) and international (English-speaking) audiences in her TikTok videos.

Moreover, alternation often signals a functional segmentation of speech, where one language is used for framing or structuring discourse (e.g., giving examples, initiating topics), while the other is used for elaboration or expression. This technique enhances communicative impact and may reflect the speaker's unconscious alignment with certain social norms or expectations within the digital media landscape.

Overall, Livy's use of alternation illustrates how bilingual speakers can flexibly and purposefully switch codes to achieve nuanced communication goals, affirm social identities, and engage diverse audiences across cultural and linguistic boundaries.

Congruent Lexicalization

Congruent lexicalization occurs when two languages share similar grammatical structures, allowing for the seamless integration of vocabulary from both languages within a single sentence (Muysken, 2003). Unlike insertion or alternation, this type of code-mixing involves both languages contributing lexically while following a shared or compatible syntax structure. This often appears in fluent bilinguals who can easily switch lexical items while maintaining a unified, grammatical base. Several examples from Livy Renata's YouTube speech demonstrate this code-mixing pattern.

Example 8 Livy: *"What is that? bahasa Jepangnya amr wrestle."*

This sentence combines English and Indonesian lexical items in a manner that preserves syntactic coherence. The English clause "What is?" introduces the utterance, followed by the Indonesian phrase "bahasa Jepangnya" (meaning "the Japanese word for"), and the English term "amr wrestle" (possibly a phonetic rendering of "arm wrestle"). All elements fit within an interrogative sentence structure, showing how the speaker naturally blends the two languages without syntactic disruption.

Example 9 Livy: *"I mau ngomong kayak interview-interview Jepang."*

In this utterance, the English pronoun "I" is integrated into an Indonesian structure. The core verb phrase "mau ngomong kayak" (meaning "want to talk like") is fully Indonesian, but it is followed by the English noun "interview," repeated and modified through Indonesian reduplication, a common grammatical device used to indicate plurality or emphasis. The structure remains Indonesian, yet the English terms are adapted to fit the syntax seamlessly.

Example 10 Livy: *"Jawabannya I lebih suka coffee."*

This example illustrates the smooth integration of English and Indonesian elements in the lyrics. "Jawabannya" (the answer), "lebih suka" (prefer) are Indonesian, while "I" and "coffee" are English. The entire sentence maintains the Indonesian grammatical order, demonstrating how English lexical items are fitted into an Indonesian syntactic mold. This blending occurs fluidly because of the grammatical compatibility between the two languages in this context.

These instances of congruent lexicalization show how bilingual speakers like Livy Renata fluidly draw on two linguistic systems to construct meaning within a single sentence. The ability to maintain a consistent grammatical frame while alternating vocabulary highlights a high level of bilingual competence.

From a sociolinguistic perspective, congruent lexicalization often arises in informal, expressive speech among bilinguals who share a linguistic environment where such mixing is common and socially acceptable (Azyizah & Nuryanti, 2023). It also reflects linguistic innovation, especially in digital media spaces, where language norms are flexible and creativity is encouraged. In Livy's case, this mixing strategy allows her to speak naturally and authentically to her audience, many of whom are likely familiar with Indonesian and English. Moreover, congruent lexicalization highlights the structural fluidity between English and Indonesian in bilingual discourse, especially when speakers adapt borrowed terms using local grammatical features (e.g., reduplication and affixation). This suggests that Livy is not just borrowing vocabulary but actively localizing and integrating it into her speech in a way that reflects her identity and cultural hybridity.

A comparable pattern has been reported in a study examining code-mixing among Indonesian Generation-Z YouTubers (Arline Camelia Najuar et al., 2025). Their findings similarly identified the presence of insertion, alternation, and congruent lexicalization in informal digital communications. However, in their dataset, insertion emerged as the dominant type of code-mixing, accounting for 56.25% of the occurrences, followed by alternation and congruent lexicalization. This contrast suggests that while the structural categories of code-mixing remain consistent across digital contexts, the dominant pattern may vary depending on the speaker's communicative style, interactional setting, and audience orientation. In the present study, the dominance of alternation may reflect Livy Renata's conversational and interaction-driven communication style, which involves frequent shifts between languages to maintain engagement and express spontaneity during dialogue-based content.

Taken together, the findings of this study indicate that code-mixing in digital media is not an isolated linguistic behavior but part of a broader communicative pattern among young bilingual content creators in Indonesia. Similar results have been reported in research on Generation-Z Indonesian YouTubers, where insertion, alternation, and congruent lexicalization were consistently identified as the primary types of code-mixing in informal online interaction (Arline Camelia Najuar et al., 2025). The recurrence of these structural patterns across different speakers and platforms suggests that bilingual language use has become a normalized feature of youth-oriented digital communication. However, variations in the dominant type of code-mixing, such as insertion in some studies and alternation in the present research, demonstrate that these patterns are shaped by individual communication styles, interactional contexts, and audience engagement strategies rather than representing a uniform shift in national language norms. Therefore, the linguistic practices observed in this study are best understood as a reflection of the communicative preferences of digitally connected youth communities, highlighting the role of code-mixing as a flexible resource for expressing identity, maintaining audience connection, and navigating multilingual environments in contemporary Indonesian media.

Conclusion

This research aimed to identify and analyze the types of code-mixing used by Livy Renata in her YouTube podcast, applying Muysken's (2000) typology: insertion, alternation, and congruent lexicalization. A total of 47 instances were identified, with alternation (51%) as the most dominant form, followed by insertion (34%), and congruent lexicalization (15%). These findings demonstrate how a bilingual speaker actively draws on multiple linguistic resources depending on communicative goals, topic shifts, and social contexts.

Each code-mixing type served a distinct function. Insertion allowed for the smooth integration of single English words into Indonesian sentences, alternation reflected a more advanced switch between full syntactic structures, and congruent lexicalization showcased the blending of English and Indonesian vocabulary within a shared grammar. These choices were shaped by the speaker's fluency,

audience awareness, and the casual, expressive nature of digital media content (Azyizah & Nuryanti, 2023; Pareza & Rosita, 2023; Yang & Floris, 2022). Thus, Livy Renata's speech illustrates how code-mixing can be a strategic tool for shaping identity and audience engagement in a bilingual setting.

Beyond offering a descriptive account, this study contributes to broader sociolinguistic understanding of digital multilingualism and informal code-mixing in Indonesia. Future research could explore audience reception, emotional tone, or gender-based variation in code-mixing practices on social media. Comparative studies involving other content creators or platforms like TikTok or Instagram may also reveal evolving trends in bilingual communication and the role of language in shaping digital identity.

Declaration of Conflict of Interest

The authors declare that there are no potential conflicts of interest related to the research, writing, and/or publication of this article.

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