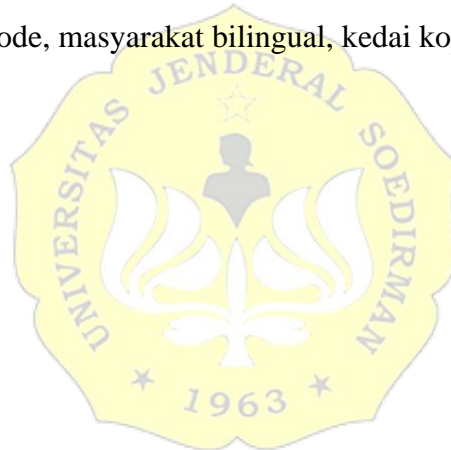


## ABSTRAK

Penelitian ini bertujuan untuk mendeskripsikan bentuk dan faktor yang memengaruhi campur kode di dalam interaksi pekerja dan pengunjung di kedai kopi Kota Purwokerto. Penelitian ini menggunakan pendekatan kualitatif deskriptif. Data yang digunakan berupa tuturan, seperti kata atau frasa yang digunakan dalam interaksi pekerja dan pengunjung di kedai kopi kota Purwokerto. Metode pengumpulan data akan dilakukan dengan teknik simak bebas libat cakap dan wawancara. Data-data yang telah terkumpul nantinya akan dianalisis menggunakan metode padan pilah referensial dan padan ekstralingual. Hasil analisis penelitian menunjukkan bentuk campur kode dalam interaksi pekerja dan pengunjung di kedai kopi Kota Purwokerto terdiri dari penyisipan berwujud kata, penyisipan berwujud frasa, dan penyisipan berwujud baster. Adapun faktor-faktor yang memengaruhi campur kode, meliputi faktor keterbatasan kode, pembicara dan pribadi pembicara, penggunaan istilah yang lebih populer, fungsi dan tujuan, serta faktor prestise. Secara keseluruhan analisis, campur kode dalam interaksi pekerja dan pengunjung di kedai kopi lebih dominan dilakukan oleh pekerja dan cenderung ke arah positif karena penggunaan unsur kode bahas lain bersifat menguntungkan.

**Kata kunci:** campur kode, masyarakat bilingual, kedai kopi.



## **ABSTRACT**

*The purpose of this research is to describe the forms and factors influencing code-mixing within the interactions between workers and customers at coffee shops in Purwokerto City. The type of the research is qualitative descriptive. The data utilized consists of spoken language, such as words or phrases used in the interactions between workers and customers at coffee shops in Purwokerto City. Data collection will be carried out through the techniques of participant observation and interviews. The collected data will be analyzed using the methods of referential congruence and extralingual congruence. The results of the research analysis indicate that the forms of code-mixing in the interactions between workers and customers at coffee shops in Purwokerto City include the insertion of words, the insertion of phrases, and the insertion of basters. As for the influencing factors of code-mixing, they encompass code limitations, speaker and speaker's identity, usage of more popular terms, function and purpose, as well as prestige factors. Overall, the analysis shows that code-switching in the interactions between workers and customers at coffee shops is more dominantly performed by the workers and tends to be positive due to the advantageous utilization of elements from different language codes.*

**Key words:** *code mixing, bilingual, coffee shop.*

