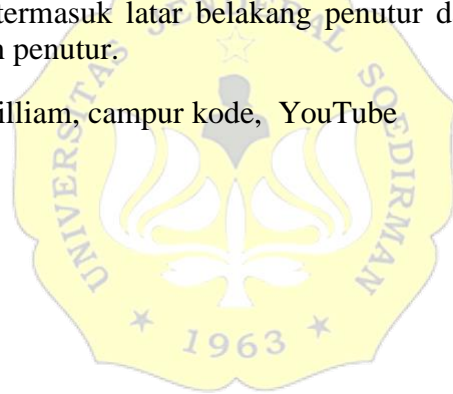# ABSTRAK

Penelitian ini membahas wujud dan faktor yang melatarbelakangi campur kode pada konten NebengBoy dan UNBW pada kanal YouTube Boy William. Penelitian ini menggunakan pendekatan Sosiolinguistik dengan metode deskriptif kualitatif.Penelitian ini dilakukan untuk mengetahui fenomena campur kode dalam tuturan Boy William untuk dapat menjadi referensi penelitian selanjutnya dengan mengembangkan objek yang lebih luas. Dalam penelitian ini ditemukan campur kode berwujud kata, frasa, klausa, pengulangan kata, dan idiom. Sumber data penelitian ini dari video siniar pada kanal YouTube Boy William. Metode pengumpulan data yang digunakan dalam penelitian ini metode simak yang dilanjutkan dengan metode simak bebas libat cakap dan teknik catat. Teknik analisis data dalam penelitian ini menggunakan teknik padan dilanjutkan dengan teknik dasar pilah unsur penentu (PUP). Metode penyajian data dalam penelitian ini menggunakan metode penyajian informal. Hasil penelitian ini memperoleh 39 data terdiri atas empat wujud campur kode, yaitu 21 data berwujud kata, 8 data berwujud frasa, 4 data berwujud klausa, 3 data berwujud pengulangan kata dan 3 data berwujud idiom. Sementara itu, faktor latar belakang terjadinya campur kode ditemukan 19 data termasuk latar belakang penutur dan 20 data termasuk latar belakang kebahasaan penutur.

Kata kunci : Boy William, campur kode, YouTube

ABSTRACT

This research discusses the forms and factors behind code mixing in NebengBoy and UNBW content on Boy William's YouTube channel. This research uses a sociolinguistic approach with qualitative descriptive methods. This research was conducted to determine the phenomenon of code mixing in Boy William's speech so that it can become a reference for further research by developing a broader object. In this research, code mixing was found in the form of words, phrases, clauses, word repetitions, and idioms. The data source for this research is a video podcast on the Boy William YouTube channel. The data collection method used in this research is the listening method, followed by the proficient free-involved listening method and the attentive technique. The data analysis technique in this research uses the matching technique, followed by the basic technique of selecting determining elements (PUP). The data presentation method in this research uses an informal presentation method. The results of this research obtained 39 data points consisting of four forms of code mixing, namely 21 data points in the form of words, 8 data points in the form of phrases, 4 data points in the form of clauses, 3 data points in the form of word repetitions, and 3 data points in the form of idioms. Meanwhile, the background factors for code mixing were found in 19 data points including the attitudinal type and 20 data including the linguistic type.

Keywords: Boy William, code mixing, YouTube