

ENGLISH CODE-SWITCHING IN INDONESIAN MAGAZINE ARTICLES

Indah Dwi Cahayany, Akhmad Baihaqi

Postgraduate of University of Sultan Ageng Tirtayasa

Abstract

The objective of this research was to analyze English code-switching in Indonesian magazine articles. It was to identify the types of the English-Indonesian code-switching in Gadis magazine no. 04 April 2017. The researcher used qualitative research. This main article consists of 10 subtopic articles. The writer collected the data by reading the Gadis magazine and underlined the English code-switching happened in the writing of the articles. The types of code-switching occurred were inter-sentential switching accounted for 13% and intra-sentential switching accounted for 87%. The code-switching occurred in the boundary of words, sentences, and combination of Indonesian word and English word in a single word. The conclusion of this research was code-switching is accepted by Indonesian people in society to convey their ideas or meaning or in this case, to attract readers.

Keywords: code switching, magazine, article

1. Introduction

Multilingual society causes people to use more than one language to communicate or best known as multilingual speaker. According to Ludi (2000,) multilingual individual is able to adapt his or her language choice to the situation and to switch from one language to the other, if necessary, independently from the balance between his or her competences.

With increased penetration of English Language into the lives of people, its usage in both formal and informal contexts is also rising day-by-day (Chughtai, 2016). The development of English influenced many languages not exception Indonesia language. One thing influenced by this development that

happening in Indonesia is the change of language situation. Among various changes, the noticeable one is the growing of language phenomena called code switching. Trask (2007) explained that code switching is changing back and forth between two language varieties, especially in a single conversation.

The recent studies attempt to discover the phenomenon of code-switching among multilingual society. In a study conducted by Mazumdar (2015), an attempt was made to highlight the use of code mixing and code switching in the postmodern novel *The Glass Palace* in order to understand his novel in a better way. The study focused on various dimensions of socio-cultural aspects and their effects on society. As the novel is

based on multicultural and multilingual background the focus is on the society which is multilingual where mixing of codes is common. The results showed that the value of codemixing and code-switching is emphasized in relation to the socio-linguistic perspective. The use of code-mixing and code-switching in the novel increases the understanding of the reader, help reader to understand and think about the cultural as well as social aspects which are reflected with the help of code-mixing and code-switching strategy in the novel. In addition, the use of code-mixing and code-switching give the picture or image of social as well as cultural aspect of India.

In another study conducted by Mujiono (2013), how the English lectures practiced code switching in English as foreign language (EFL) instruction in the classroom was investigated. The findings of the study revealed that the English lecturers used English, Indonesian, Arabic, interchangeably. The use of code switching in English as a foreign language instruction by the English lecturers can assist the students in understanding English materials due to their lack of English proficiency. Switching from English to Indonesian or other languages can also be employed as communication strategy in English classroom instruction.

Eldin (2014) also conducted a study to analyze the code-switching occurs in electronic context especially Facebook. The result showed that code switching occurs in online interaction to serve addressee specification, reiteration, message qualification, clarification, emphasis, checking, indicating emotions, availability, principle of economy and free switching functions. Many of the Facebook users employ code-switching as a tool to enhance their interaction in Facebook. It is also used as a strategy to communicate and negotiate meanings effectively in their electronic discourse.

In the relevant studies above, the function of code-switching usage in various contexts, such as in novel, classroom situation, and electronic context had been investigated. However, the use of code-switching in the printed media had not been focused on. Therefore, this study was an attempt to analyze the code-switching occurs in magazine. Indonesia magazine exhibits extensive use of English code-switching especially teenager magazine. One of Indonesia teenager magazine that shows the use of code-switching is *Gadis* magazine. *Gadis* magazine often insert some English expressions in their article, such as *Dear, girls, gadget*, and so on. The growing use of code-switching in a magazine pushed the writer to examine

the English-Indonesia code-switching phenomenon in *Gadis* magazine no. 04 April 2017.

Based on the background study, the writer proposed the following problem: What are the types of the English-Indonesian code-switching appear in *Gadis* magazine no. 04 April 2017? The purpose of the study is to identify the types of the English-Indonesian code-switching in *Gadis* magazine no. 04 April 2017. This study is limited to the code-switching appear in the 1 main topic with 10 subtopic articles of *Gadis* magazine no. 04 April 2017.

This study of the phenomenon of code-switching in *Gadis* magazine is of immense importance in a country like Indonesia where many languages are spoken and phenomenon of code-switching is common. It will help in understanding the sociolinguistics culture in the country. This study also significant as it will point out the fact that printed media especially for teenagers has no fixed language policy.

2. Theoretical Review

The recent studies attempt to discover the phenomenon of code-switching among multilingual society. In a study conducted by Mazumdar (2015), an attempt was made to highlight the use of code mixing and code switching in the

postmodern novel *The Glass Palace* in order to understand his novel in a better way. The study focused on various dimensions of socio-cultural aspects and their effects on society. As the novel is based on multicultural and multilingual background the focus is on the society which is multilingual where mixing of codes is common. The results showed that the value of codemixing and code-switching is emphasized in relation to the socio-linguistic perspective. The use of code-mixing and code-switching in the novel increases the understanding of the reader, help reader to understand and think about the cultural as well as social aspects which are reflected with the help of code-mixing and code-switching strategy in the novel. In addition, the use of code-mixing and code-switching give the picture or image of social as well as cultural aspect of India.

Code can be used to refer to any kind of system that two or more people employ for communication (Eldin, 2014). In everyday interaction, people usually choose different codes in different situation. They may choose a particular code or variety because it makes them easier to discuss a particular topic, regardless where they are speaking. When talking about work or school at home, for instance, they may use the language that is related to those fields rather than the

language used in daily language communication at home.

According to Stockwell (2002), a code is “a symbol of nationalism that is used by people to speak or communicate in a particular language, or dialect, or register, or accent, or style on different occasions and for different purposes.” Similarly, Wardaugh (2010) said that when two or more people communicate with each other in speech, we can call the system they use a code. Therefore, people are usually required to select a particular code whenever they choose to speak, and they may also decide to switch from one code to another or to mix codes, sometimes in very short utterances and it means to create a code.

Meanwhile, Poedjosoedarmo in Rahardi (2001 as cited in Dewi 2016) states that code can be defined as a speech system and the application of the language element which has specific characteristic in line with the speaker’s background, the relationship between the speaker and interlocutor and the situation. He also adds that code can be said not only as a language, but also as the varieties of a language including dialect and style.

From those opinions of the code given by many linguists above, the writer could make conclusion that a code can be said as a language. The code is a form of

the language variation that is used by a society to make communication with other people.

The phenomenon of switching two or more languages within one's conversation is known as code switching (Yao, 2011 as cited in Al-Hourani, 2013). Sridhar (1978 as cited in Mazumdar, 2015) points out that “the term code-switching is employed to refer to the alternative use of two or more languages or varieties in distinct or functional domain. While Heller (1988 as cited in Amorim, 2012) said that the term Code-Switching is used to refer to the choice to alternate between two or more codes within the same sentence or conversation, or the use speakers make of “more than one language in the course of a single episode”. Additionally, Woolard (2004, as cited in Eldin, 2014) defines code-switching as ‘the investigation of an individual’s use of two or more language varieties in the same speech event or exchange’.

Moreover, Edward (2009) said that all speakers have possibilities in their linguistic repertoire, from which they pick and choose according to their sense of the occasion. This is what is called as code-switching. In addition, Wardhaugh (2010) code-switching can arise from individual choice or be used as a major identity marker for a group of speakers who must deal with more than one language in their

common pursuits. Furthermore, Trask (2007) explained that code switching is changing back and forth between two language varieties, especially in a single conversation. Based on above explanation, it can be concluded that code-switching is the choice of code people choose when they speak. They switch from one code to another in single conversation.

Trask (2007,) proposed two types of code-switching which are situational and metaphorical code-switching. He explained that speakers switch between languages, dialects, styles or accents during a conversation usually because the setting itself has changed and demands a different variety: this is situational code-switching. Alternatively, speakers can deliberately switch to another code in order to force a new perception of the situation on the other participants: this is called metaphorical code-switching.

Other code-switching types proposed Wardhaugh (2010, Myers-Scotton, 1993b as cited in Kebeya, 2013) divided code-switching into two types, namely inter-sententially and intra-sententially code switching. He further explained that the switch of code that occur between sentences is called as inter-sententially while within a single sentence is called as intra-sententially.

On the other hand, by Poplack (2000, as cited in Mabule, 2015) who distinguishes three types of code switching: extrasentential, intersentential, and intrasentential.

- a. Extrasentential switching is the insertion of tag elements from one language into a monolingual discourse in another language. Tag elements are words or phrases from another language which are inserted at the end of a sentence or utterance boundary. The switch occurs outside the sentences or phrase as explained prior. In most cases they are not in the same base language as the entire sentence. For example: *Makanan ini enak sekali, right?* (This food is very delicious, right?)
- b. Inter-sentential switching refers to switching at the sentence or utterance boundary. For example: *Ariana is such a diligent girl. Dia tidak pernah datang terlambat.* (She never comes late).
- c. Intra-sentential switching is characterized by a switch from one language to another language within a single utterance. For example: *It is true temanku, dia yang memenangkan pertandingannya.* (It is true my friend, he won the competition).

Therefore, this study analyzed the types of code-switching occur in Indonesian teenage magazine “Gadis” based on the types of code-switching proposed by Poplack (extrasentential, intersentential, and intrasentential). It is because, this study analyzed code-switching occurred in printed media where the choice to switch code did not based on the setting or the addressee. The code-switching in printed media may occur in the boundaries of between sentences, between clauses, or even as tag-phrases at the end of utterances.

3. Method

This study used descriptive qualitative method. According to Creswell (2014, p. 32) qualitative research is an approach for exploring and understanding the meaning individuals or groups ascribe to a social or human problem. Williams (2007, p. 66) explained that the descriptive research approach is a basic research method that examines the situation, as it exists in its current state. Descriptive research involves identification of attributes of a particular phenomenon based on an observational basis, or the exploration of correlation between two or more phenomena.

This study of the phenomenon of code-switching in *Gadis* magazine is of immense importance in a country like

Indonesia where many languages are spoken and phenomenon of code-switching is common. It will help in understanding the sociolinguistics culture in the country. This study also significant as it will point out the fact that printed media especially for teenagers has no fixed language policy.

The aim of the study was to investigate the code mixing types occur in *Gadis* magazine no. 04 April 2017. *Gadis* magazine’s articles are divided into 6 main titles of articles which are *Gress*, *Gaya & Cantik* (Style and Beauty), *Obrolan* (Chit-chat), *Seleb* (Celeb), *Seru* (Fun), *Sekolah Kita* (Our School), and *Curhat* (Confide in). From those 6 main articles, the writer only analyzed one main topic which is Celeb articles. This main article consists of 10 subtopic articles. The writer collected the data by reading the *Gadis* magazine and underlined the English code-switching happened in the writing of the articles.

The procedures of the study are presented as follow: Find the phenomenon, Determine the method of the study, Determine sample of the study, Collect the data, Analyze the data, Conclude the result of the study. In collecting the data, the writer underlined the code-switching appeared in the 1 main topic with 10 subtopic articles of *Gadis* magazine. After the data had been

collected, the data were listed and classified based on the frameworks applied by Poplack (2000). Then, the result of the analysis were used to interpret and made conclusion of the study.

4. Result

Gadis magazine was divided into 6 main titles of articles which are *Gress*, *Gaya & Cantik* (Style and Beauty), *Obrolan* (Chit-chat), *Seleb* (Celeb), *Seru* (Fun), *Sekolah Kita* (Our School), and *Curhat* (Confide in). From those 6 main articles, the writer only analyzed one main topic which is Celeb articles. This main article consists of 10 subtopic articles. The writer collected the data by reading the *Gadis* magazine and underlined the English code-switching happened in the writing of the articles.

According to the data, from the ten articles that were analyzed, almost all of the articles consisted of some English words. The appearance of the English words in the article is quite a lot. For details, the following table described the frequency of English code-switching occurred in the articles of *Gadis* magazine.

Table 1. The Frequency of English Code-Switching Occur in the Article

Article	Frequency
<i>Kata Seleb</i>	3
<i>Gadis Sampul Profil</i>	3

<i>Cole Sprouse</i>	11
<i>6 Hal Favorite Mario Maurer</i>	18
<i>Youtube Hits 2017</i>	25
<i>My Favorite Book</i>	7
<i>Q & A with Vidi aldiano</i>	7
<i>Java Jazz 2017: The Highlight</i>	13
<i>Kehlani Sedang Bahagia</i>	13
<i>Geraldo Sugianto</i>	3

Table 1 shows the 10 articles used English words in it. This proved that magazine's article writers are extensive in using code-switching on their writing. In addition, this proved that English in some ways influence Indonesian language. English, which are considered as foreign language, influences Indonesian to switch their language.

Regarding to the type of code-switching, in *Gadis* magazine the writer found that the articles' writer used two out of three types of code-switching which are inter-sentential and intra-sentential switching. The following table described the types of code-switching occurred in the articles of *Gadis* magazine.

Table 2. Types of Code-Switching in *Gadis* magazine

Article	Sentence	Type
<i>Kata Seleb (p. 097)</i>	1. adalah menjadi <i>speaker</i> .	1. Intra-sentential
	2. ... dan membuat	2. Intra-

	<i>virtual reality</i> 360° yang ...	3. Inter-sentential
3.	... penggunaan plastik. <i>Please, keep our earth heathy.</i>	

Table 2 showed that sentences (1) and (2) belong to intra-sentential switching. It is because there was insertion of English words in single sentence. The article's writer used English words *speaker* and *virtual reality* in order to replace Indonesian words *pembicara* and *realitas maya*. While sentence (3) belongs to inter-sentential switching because the changing of Indonesian language to English occurred between sentences. There was no insertion of English in the single sentence. Instead, the switching of sentence occurred after another sentence in different language.

Table 3. Types of Code-Switching in Gadis magazine

Article	Sentence	Type
<i>Gadis Sampul Profile (p. 098)</i>	4. Aku nge- <i>fans</i> banget	4. Intra-sentential
	5. ... maksimal, <i>founder</i> Beasiswa...	5. Intra-sentential
	6. ... jongkok untuk <i>greetings</i> orang....	6. Intra-sentential

Table 3 showed that sentences (4), (5), and (6) belong to intra-sentential switching. It is because there was insertion of English words in single

sentence. The article's writer used English words *fans*, *founder* and *greetings* in order to replace Indonesian words *penggemar*, *pendiri* and *salam*. From table 4 above, it can be seen that there were some differences in the way the articles' writer switch Indonesian language to English. In the sentence (4) could be seen that there was a combination of two languages in a single word which was Indonesian prefix *nge-* with English word *fans* while in the sentence (5) and (6), the switch was only in the insertion of words.

Table 4. Types of Code-Switching in Gadis magazine

Article	Sentence	Type
<i>Cole Sprouse (p. 108)</i>	7. ...terjun ke dunia <i>entertainment</i>	7. Intra-sentential
	8. ...setelah meraih <i>rating</i> tinggi.	8. Intra-sentential
	9. ... punya <i>fan base</i> super besar.	9. Intra-sentential
	10. ...banyak <i>follower</i> adalah ...	10. Intra-sentential
	11. ...bisa meng- <i>handle</i> berbagai...	11. Inter-sentential
	12. ...memiliki <i>brand</i> ... yang terdiri dari <i>clothing line</i> , ...	12. Intra-sentential
	13. ... seorang fotografer. <i>But I would</i>	13. Intra-sentential

	<i>never call myself one.</i>	
14.	...punya <i>posting-an</i> bagus...	
15.	...dan <i>travel photography</i> .	

Table 4 showed that sentences (7), (8), (9), (10), (11), (12), (14) and (15) belong to intra-sentential switching while sentence (13) belongs to Inter-sentential switching.. It is because in sentences (7), (8), (9), (10), (11), (12), (14) and (15) there was insertion of English words in single sentence. The article's writer used English words *entertainment, rating, fan base, follower, handle, brand, clothing line, posting, and travel photography* in order to replace Indonesian words *hiburan, pangkat, basis penggemar, pengikut, menangani, merek, perusahaan baju, memasang and fotografi perjalanan*. In table 4, it can also be seen that there was a combination of two languages in a single word which were Indonesian prefix *meng-* with English word *handle*, and English word *posting* with Indonesian suffix *-an*.

Table 5. Types of Code-Switching in Gadis magazine

Article	Sentence	Type
6 Hal Favorite Mario Maurer (p. 110)	16. ...rasanya sedikit <i>spicy</i> .	16. Intra-sentential
	17. Untuk <i>snack</i> , aku....	17. Intra-sentential
	18. <i>Dessert</i> khas Thailand...	18. Intra-sentential

19.	...terbuat dari <i>egg yolk</i> .	19. Intra-sentential
20.membelikan. <i>It's really good</i> .	20. Inter-sentential
21.	...syuting <i>short movie</i> untuk ...	21. Intra-sentential
22.	..ke para <i>fans</i> internasional.	22. Intra-sentential
23.	<i>Travelling</i> ke	23. Intra-sentential
24.	... dengan mereka. <i>It's so fun</i> .	24. Inter-sentential
25.	<i>I'm really good at shopping!</i> Di Bangkok ...	25. Inter-sentential
26.	... suka beli <i>outfit</i> ...	26. Intra-sentential
27.	... suka <i>outfit</i> bergaya <i>vintage</i> ...	27. Intra-sentential
28.	...buat <i>hang out</i> .	28. Intra-sentential
29.	...di Thailand. <i>Land of smile</i> .	29. Inter-sentential
30.	...para <i>fans-ku</i> ...	30. Intra-sentential
31.	...dengan <i>fans</i> di	31. Intra-sentential
32.	... di sana <i>fans-ku</i> ...	32. Intra-sentential
33.	... dengan hangat. <i>The very best thing is meeting my fans!</i>	33. Inter-sentential

Table 5 showed that sentences (22), (24), (25), (29) and (33) belong to inter-sentential switching while the rest belongs to Intra-sentential switching. There was insertion of English words in single sentence such as *spicy, snack, dessert, egg yolk, short movie, outfit, vintage, hang out*, and *fans* to replace Indonesian words *pedas, cemilan, kuning telur, film pendek,*

pakaian, ketinggalan jaman, bergaul, and penggemar.

Table 6. Types of Code-Switching in Gadis magazine

Article	Sentence	Type
<i>Youtube Hits 2017 (p. 112)</i>	34. ...banyak <i>subscribers</i>	34. Intra-sentential
	35. ...lagi <i>hits</i> ...	35. Intra-sentential
	36. Penasaran siapa saja? <i>Check this out!</i>	36. Inter-sentential
	37. ...sebagai <i>beauty influencer</i> ...	37. Intra-sentential
	38. ...tahun 2011 aku <i>upload</i> video...	38. Intra-sentential
	39. ...di perusahaan <i>e-commerce</i> .	39. Intra-sentential
	40. ...membutuhkan <i>marketing social media</i> , ...	40. Intra-sentential
	41. ... satu juta <i>subscribers</i> ...	41. Intra-sentential
	42. ...memiliki 400 ribu <i>subscribers</i> ...	42. Intra-sentential
	43. ...sudah nonton <i>channel</i> ...	43. Intra-sentential
	44. Boim dan Ryan, <i>host</i> ...	44. Intra-sentential
	45. ... gonta-ganti <i>crew</i> ...	45. Intra-sentential
	46. ... mengaku pengin <i>channel</i> ...	46. Inter-sentential
	47. ... sebuah masalah dengan <i>challenge-challengei</i> ...	47. Intra-sentential
	48. ...membuat <i>content-content</i> ...	48. Intra-sentential
	49. ...sebagai ratu <i>meme</i> ...	49. Intra-sentential
	50. ...aktif membuat <i>meme</i> , ... sedang <i>hits</i> , lalu <i>di-post</i> -	50. Intra-sentential

	di Instagram...	sentential
51.	Mulai dari <i>vlog, challenge-challenge</i> seru dan juga <i>collaboration challenge</i> .	
52.	... bikin <i>mini-album</i> ...	
53.	<i>Hopefully</i> ,...pengin bikin versi <i>movie</i> -nya	

Table 6 showed only sentence (36) belongs to inter-sentential switching while the rest of the sentences belong to intra-sentential switching. There was insertion of English words in single sentence such as *hits, beauty influencer, upload, e-commerce, marketing social media, subscribers, channel, post, host, crew, challenge, content, meme, vlog, collaboration challenge, hopefully, mini album*, and *movie* to replace Indonesian words *terkenal, orang yang mempengaruhi perilaku seseorang, unggah, perdagangan elektronik, pemasaran media sosial, pelanggan, saluran, memasang, pembawa acara, tantangan, isi, ide atau gagasan, blog video, tantangan kolaborasi, mudah-mudahan, album mini/kecil*, and *film*. In this article, it was also found a combination of words such as Indonesia prefix *-di* and English word *post*.

Based on the types of code-switching showed in the previous tables, it can be

said that in Indonesia with its multilingual society, English code switching becomes a common thing. As Van der Walt and Mabule (2001 cited in Mabule, 2015, p. 345) said that code switching is probably the first sign of an incipient, new language. It can be said that Indonesian people are open to accept the influence of English language in their daily life. Mabule (2015, p. 345) further explained that it is a sign of the dynamic nature of language and the way in which people make language to serve their needs. It means that the code switching happened simply because people start to accept English as their way to convey their ideas and meaning.

In Gadis magazine situation where the readers were basically teenagers, the communication shifted from the concept of written to spoken. As Crystal (2001, as cited in Cárdenas-Claros, 2009, p. 71) asserts that these new forms of communication have triggered an evolution in concepts such as a spoken and written language. Cárdenas-Claros (2009, p. 71) explained that written language tends towards structural complexity, formality and abstraction, spoken language is more contextdependent and structurally simpler. It means that since a magazine which is a printed media, the language usage tends to be use the language pattern

grammatically correct. However, in Gadis magazine where the readers were basically teenagers, the language used is less correct, less complex, and less coherent than standard written language, making it closer to speech (Danet & Herring, 2007 as cited in Cárdenas-Claros, 2009, p. 72). It can be proven from the code-switching occurred in the Gadis magazine 'Celebs' article. There were code-switching occurred in all of the 'Celebs' article.

The types of code-switching occurred were inter-sentential switching accounted for 13% and intra-sentential switching accounted for 87%. The code-switching occurred in the boundary of words, sentences, and combination of Indonesian word and English word in a single word.

5. Conclusion

In this study, the phenomenon of code-switching occurred in Gadis Magazine 'Celeb' article was analyzed by using three types of code-switching proposed by Parlock (2000). The study showed that there were two types of code-switching occurred in the 'Celeb' article which were inter-sentential switching accounted for 13% and intra-sentential switching accounted for 87%. The code-switching occurred in the boundary of words, sentences, and combination of Indonesian word and English word in a

single word. The large numbers of code-switching occurred in the article showed that code-switching is accepted by Indonesian people in society to convey their ideas or meaning or in this case, to attract readers.

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