An Analysis of the use of Code Switching of CXO Media Channel to NSS Episode on Youtube

Nuraliyah Yunus

Universitas Muslim Indonesia

Nuraliyahyunus10@gmail.com

Abstract. The objective of this research are to classify the types of code switching and to describe the negative and positive comments of code switching that used by guest stars in NSS Episode of CXO Media Channel. The Researcher analyzed the data used the qualitative descriptive method. Descriptive analysis was used for data collection in this research. Data captured on CXO Media Youtube channel for NSS episodes 1-10. The theory proposed by Hoffman (1991) and Suwito (1985). The data were utterances from video transcriptions. Video transcripts were analyzed to determine the type of code-switching, and video column comments were analyzed to select viewer comments related to the guest star's use of code-switching in the video. The researcher have established inter-sentential code switching, intra-sentential code switching, emblematic switching (tag switching), external and internal code switching in video. The results of this investigation showed that the types of intra-sentential code-switching there are 78 utterances found in the guest stars of NSS episodes 1–10 was the dominant type used by guest stars. The researcher also found that positive comments were the most dominant among the comments from viewers who watched guest star videos.

Keywords: **code switching, types, comments, NSS episode, youtube**