

## TABLE OF CONTENTS

HALAMAN PENGESAHAN .....	i
PERNYATAAN BEBAS PLAGIASI.....	ii
ACKNOWLEDGEMENT .....	iii
ABSTRAK.....	iv
ABSTRACT.....	v
TABLE OF CONTENTS .....	vi
LIST OF FIGURES .....	viii
LIST OF TABLES .....	ix
CHAPTER 1 INTRODUCTION .....	1
1.1 Background of the Study .....	1
1.2 Objectives of the Study .....	3
1.3 Scope of the Study.....	4
1.4 Significance of the Study .....	4
1.4.1 Insights for marketer and brand practitioners.....	4
1.4.2 Practical insights for analysts .....	4
1.5 Literature Review .....	5
CHAPTER 2 RESEARCH METHODS .....	8
2.1 Theoretical Framework .....	8
2.1.1 Semantics.....	8
2.1.2 Sociolinguistics.....	9
2.1.3 Bilingualism.....	10
2.1.4 Bilingualism in Indonesia .....	11
2.1.5 Code and Code Choice .....	12
2.1.6 Code-Switching and Code-Mixing.....	13
2.1.7 Code-Mixing.....	15
2.1.7.1 Forms of Code-Mixing .....	16
2.1.7.2 Factors that Cause Code-Mixing .....	18
2.1.8 Social Media .....	20
2.1.8.1 Instagram.....	21
2.1.9 Brand Communication.....	21
2.1.9.1 Brand Communication in Social Media (Instagram) .....	22
2.1.10 Code-Mixing as Brand Communication Strategy .....	23
2.2 Research Design .....	24
2.3 Methods of Data Collection .....	26
2.4 Methods of Data Analysis .....	26



CHAPTER 3 FINDINGS AND DISCUSSIONS .....	29
3.1 Code-Mixing in Basicludo's Instagram Content .....	30
3.2 Meaning, Contextual, and Reason Analysis of Code Mixing .....	32
3.3 Code-Mixing as Basicludo's Brand Communication Strategy .....	42
CHAPTER 4 CONCLUSION.....	44
REFERENCES .....	46

## LIST OF FIGURES

Figure 1. Research Design .....	25
Figure 2. Instagram @basicludo <i>Ngobrol bareng Syutra Permatasari</i> , Slide 1, March 15, 2023 .....	33
Figure 3. Instagram @basicludo <i>Jadi mompreneur kayaknya indah ya</i> , Slide 4, December 19, 2022 .....	35
Figure 4. Instagram @basicludo <i>3 modal besar untuk ekuitas brand</i> , Slide 1, October 31, 2022 .....	36
Figure 5. Instagram @basicludo <i>Ngobrol bareng Syutra Permatasari</i> , Slide 4, March 15, 2023 .....	37
Figure 6. Instagram @basicludo <i>Prinsip Cost Marketing Efisien</i> , Slide 7, April 28, 2023 .....	39



## LIST OF TABLES

Table 1. Findings of Code-Mixing Forms.....	31
Table 2. Data Examples of Code-Mixing .....	32