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**Analisis Alih Kode dan Campur Kode yang Dilakukan Anggota Keluarga dalam Akun YouTube "My Korean
Husband" Sebagai Pengaruh Penerapan Metode OPOL (One Parent One Language)**
Salwanuha Dianurasa Effendi, Suray Agung Nugroho, S.S., M.A., Ph.D.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

INTISARI

Penelitian ini mengkaji fenomena alih kode dan campur kode dalam keluarga pada kanal YouTube “My Korean Husband” sebagai dampak penerapan metode OPOL (*One Parent One Language*). Tujuannya adalah untuk mengidentifikasi jenis, bentuk, serta faktor yang melatarbelakangi penggunaan alih kode dan campur kode dalam konteks tersebut. Penelitian ini menggunakan metode deskriptif kualitatif dengan teori Jan-Petter Blom dan John J. Gumperz (1972) untuk jenis alih kode, Suwito (1985) untuk bentuk campur kode, serta Charlotte Hoffman (1991) untuk faktor penyebabnya. Hasil penelitian menunjukkan adanya dua jenis alih kode, yaitu situasional dan metaforis, serta lima bentuk campur kode, yaitu kata, frasa, klausa, baster, dan pengulangan. Faktor yang paling dominan adalah keinginan menyatakan identitas kelompok, yang tampak melalui penggunaan istilah sapaan dan unsur budaya yang dipertahankan. Temuan ini menunjukkan bahwa metode OPOL memengaruhi praktik alih kode dan campur kode secara fleksibel, menyesuaikan konteks, emosi, dan partisipan dalam percakapan. Selain itu, faktor eksternal seperti keberadaan penonton turut mendorong penggunaan bahasa yang lebih adaptif. Dengan demikian, penelitian ini diharapkan dapat menjadi rujukan dalam kajian alih kode dan campur kode, serta dalam penerapan metode OPOL dalam keluarga bilingual.

Kata kunci: *alih kode, campur kode, Youtube, metode OPOL* (One Parent One Language)*, My Korean Husband*

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ABSTRACT

The aim of this study is to analyze the phenomena of code-switching and code-mixing among family members on the YouTube channel "My Korean Husband" in relation to the application of the OPOL (One Parent One Language) approach. The primary objective of the study is to determine how the OPOL approach influences the types and forms of code-switching and code-mixing, as well as the factors contributing to their occurrence. Qualitative descriptive analysis was employed as the research method. The types of code-switching were analyzed based on the theories of Blom and Gumperz (1972), the forms of code-mixing on those of Suwito (1985), and the factors contributing to their occurrence on those of Hoffman (1991). The analysis revealed that code-switching manifested in two types: situational and metaphorical, whilst code-mixing was identified in five forms: words, phrases, clauses, hybrid words, and repetitions. Furthermore, the most prominent factor influencing code-switching and code-mixing was the tendency to express group identity, which is evident in the maintenance of honorifics and cultural expressions. These results demonstrate that the OPOL approach is applied flexibly in real-life communication situations, with language use adjusted according to the context of the conversation, emotions, and participants. Furthermore, external factors such as YouTube viewers were found to influence language use, making it more adaptive. Consequently, this study is expected to broaden understanding of code-switching and code-mixing and serve as foundational data for the application of the OPOL approach in bilingual households.

Keywords: *code-switching, code-mixing, YouTube, OPOL* (One Parent One Language) *method, My Korean Husband*

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초록

본 연구는 유튜브 채널 “My Korean Husband”에 나타난 가족 구성원의 코드 전환과 코드 혼합 현상을 OPOL(*One Parent One Language*) 방식의 적용과 관련하여 분석하는 데 목적이 있다. 연구의 주요 목표는 OPOL 방식이 코드 전환과 코드 혼합의 유형과 형태, 그리고 그 발생 요인에 어떠한 영향을 미치는지를 밝히는 것이다. 연구 방법으로는 질적 서술 분석을 사용하였으며, 코드 전환의 유형은 Blom 과 Gumperz(1972), 코드 혼합의 형태는 Suwito(1985), 발생 요인은 Hoffman(1991)의 이론을 바탕으로 분석하였다. 분석 결과, 코드 전환은 상황적 전환과 은유적 전환의 두 가지 유형으로 나타났으며, 코드 혼합은 단어, 구, 절, 혼성어, 반복 다섯 가지 형태로 확인되었다. 또한 코드 전환과 코드 혼합의 주요 요인으로는 집단 정체성을 나타내고자 하는 경향이 가장 두드러지게 나타났으며, 이는 호칭어나 문화적 표현을 유지하는 방식에서 확인할 수 있다. 이러한 결과는 OPOL(*One Parent One Language*) 방식이 실제 의사소통 상황에서 유연하게 적용되며, 대화의 맥락, 감정, 참여자에 따라 언어 사용이 조정됨을 보여준다. 더불어 유튜브 시청자와 같은 외부 요인도 언어 사용을 보다 적응적으로 만드는 데 영향을 미치는 것으로 나타났다. 따라서 본 연구는 코드 전환과 코드 혼합에 대한 이해를 넓히고, 이중언어 가정에서의 OPOL 방식 적용에 대한 기초 자료로 활용될 수 있을 것으로 기대된다.

주요어: 코드 전환, 코드 혼합, 유튜브, OPOL(One Parent One Language)방식, My Korean Husband