REFERENCES

Brennan, S. E. (2013). Conversation and Dialogue. *Encyclopedia of the Mind*. https://doi.org/10.4135/9781452257044.n75

Creswell, J. W. (2014). *Research Design : Qualitative, Quantitative, and Mixed Methods Approaches* (4th ed.). Sage Publication, inc.

Duffett, R. (2020). The YouTube Marketing Communication Effect on Cognitive, Affective and Behavioural Attitudes Among Generation Z Consumers. *Sustainability (Switzerland)*, *12*(12). https://doi.org/10.3390/su12125075

El-saghir, K. (2010). *Code-switching in Sociolinguistic Studies : Review and Analysis*. *February*.

Garcia, T. L. I. (2016). *YouTube as a Business* (Issue January). JAMK University of Applied Sciences.

Harya, T. D. (2018). *Sociolinguistics (Code: Code Switching and Code Mixing)*. 87–98. http://jurnal.stkippgribl.ac.id/index.php/lentera

Hidayati, N. (2011). *Variasi Bahasa Pada Tuturan Guru dan Siswa Dalam Kegiatan Komunikasi di Lingkungan MAN 3 Malang*. 1–8.

Holmes, J. (2013). An Introduction to Sociolinguistics 4th Edition. In *The Modern Language Journal* (Vol. 77, Issue 3). https://doi.org/10.2307/329116

Maghfiroh, L. (2018). *An Analysis on Form, Function, And Reason Of Code-Switching and Code-Mixing Used In Vlog of Shirin Al Athrus*. 150.

Megel, M. E., & Heermann, J. A. (1993). *Research Design*. *13*(4), 209–210. https://doi.org/10.1097/00006527-199301340-00010

Meyerhoff, M. (2006). Introducing Sociolinguistics. *Language*, *77*, 1–352.

Nafi'ah, I. (2013). *An Analysis of Code Switching in the Novel Miss Pesimis by Alia Zalea*.

Nasution, R. A. (2018). *An Analysis of Code Switching Between English and Indonesia Language in Teaching Process of Speech on the English Department Students At the State Islamic University North Sumatera*. 124.

Novianti, W. (2013). the Use of Code Switching in Twitter (a Case Study in English Education Department). *Passage*, *1*(2), 1–10.

Rahayu, K., & Herudjati, J. (2015). *The Use of Person Deixis in Mata Najwa Talk Show* [Diponegoro University]. http://eprints.undip.ac.id/45952/1/kartijni.pdf

Rahimi, A., & Sadighian, S. (2011). Code Switching and Social Prestige: Code Switching among Iranian University Learners. *Academic Leadership: The Online Journal*, *9*(3). https://scholars.fhsu.edu/alj/vol9/iss3/4/

Romaine, S. (1994). Language in Society. An Introduction to Sociolinguistics. In *English World-Wide. A Journal of Varieties of EnglishEnglish World-Wide / A Journal of Varieties of EnglishEnglish World-Wide* (Vol. 16, Issue 2). https://doi.org/10.1075/eww.16.2.12sho

Shea, P. (2020). *"Join Our Community": Podcaster Use of Communal Appeals in Crowdfunding Campaigns*.

Sutrisno, B., & Ariesta, Y. (2019). Beyond the use of Code Mixing by Social Media Influencers in Instagram. *Advances in Language and Literary Studies*, *10*(6), 143. https://doi.org/10.7575/aiac.alls.v.10n.6p.143

Wardhaugh, R. (2006). An Introduction to Sociolinguistics. In *Blackwell Publishing*. https://doi.org/10.1353/lan.2003.0268

Wibowo, A. I., Yuniasih, I., & Nelfianti, F. (2017). Analysis of types code switching and code mixing by the sixth President of Republic Indonesia's speech at the national of Independence day. *Progressive*, *12*(2), 13–22. http://ejournal.nusamandiri.ac.id/ejurnal/index.php/progressive/article/view/665

Wijaya, C. (2019). *The Analysis of the Conversational Code-Switching in a video vlog of boy william youtube channel in the episode "deddy corbuzier uncencored bersama boy william - nebeng boy season 2."* Buddhi Dharma University.

Yin, R. K. (2011). Qualitative Research from start to finish. In *Journal of Visual Languages & Computing* (Vol. 11, Issue 3). https://www.m-culture.go.th/mculture_th/download/king9/Glossary_about_HM_King_Bhumibol_Adulyadej's_Funeral.pdf