



Patterns And Social Functions Of Indonesian-English Code-Mixing In Urban Digital Communication: A Case Of South Jakarta

INFO PENULIS	INFO ARTIKEL
Ni Kadek Ade Mas Rahma Dewi Universitas Dhyana Pura ademas200105@gmail.com Ni Made Diana Erfiani Universitas Dhyana Pura dianaerfiani@undhirabali.ac.id Yohanes Octovianus Lesu Awololon Universitas Dhyana Pura octhovindryawololo@undhirabali.ac.id	ISSN: 2808-1307 Vol. 6, No. 2, Agustus 2026 https://jurnal.ardenjaya.com/index.php/ajsh

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Abstrak

Penelitian ini mengkaji campur kode Indonesia-Inggris dalam komunikasi perkotaan di wilayah Jakarta Selatan. Penelitian ini bertujuan untuk mengidentifikasi pola sosial dan fungsi campur kode yang digunakan dalam interaksi sehari-hari. Pendekatan yang digunakan adalah deskriptif kualitatif dengan metode observasi terhadap komunikasi digital. Data penelitian berfokus pada komunikasi daring informal di kalangan penutur yang aktif menggunakan bahasa Indonesia dan bahasa Inggris dalam kehidupan sehari-hari. Hasil penelitian menunjukkan bahwa campur kode umumnya terjadi dalam bentuk penyisipan (insertion), pergantian (alternation), dan leksikalisasi kongruen (congruent lexicalization). Campur kode terutama digunakan dalam konteks informal dan memiliki berbagai fungsi sosial, seperti mengekspresikan identitas, mencerminkan gaya hidup, serta menciptakan kesan modern. Hasil penelitian ini menunjukkan bahwa campur kode tidak hanya merupakan fenomena linguistik, tetapi juga mencerminkan dinamika sosial dan budaya dalam masyarakat perkotaan. Penelitian ini memberikan kontribusi terhadap kajian sosiolinguistik dengan menyediakan wawasan mengenai praktik berbahasa dalam komunikasi digital perkotaan kontemporer.

Kata Kunci: campur kode, sosiolinguistik, bilingualisme, komunikasi digital, media sosial, Jakarta Selatan, Generasi Z.

Abstract

This study examines Indonesian–English code-mixing in urban communication in the context of South Jakarta. It aims to identify the social patterns and functions of code-mixing used in daily interactions. A descriptive qualitative approach is employed using observation of digital communication. The data focuses on informal online communication among speakers who actively use Indonesian and English in their daily lives. The findings show that code-mixing commonly occurs in the forms of insertion, alternation, and congruent lexicalization. It is mainly used in informal contexts and serves various social functions, such as expressing identity, reflecting lifestyle, and creating a modern impression. The results indicate that code-mixing is not only a linguistic phenomenon but also reflects social and cultural dynamics in urban communities. This study contributes to sociolinguistic research by providing insight into language practices in contemporary urban digital communication.

Keywords: code-mixing, sociolinguistics, bilingualism, digital communication, social media, South Jakarta, Generation Z

A. Introduction

The phenomenon of code-mixing, the simultaneous use of two or more languages within a single utterance or communicative event, has long attracted scholarly attention in the field of sociolinguistics (Muysken, 2000; Wardhaugh & Fuller, 2015). In multilingual societies such as Indonesia, where Bahasa Indonesia functions as the national language alongside hundreds of regional languages and English as a widely taught foreign language, code-mixing between Indonesian and English has become a normalised feature of everyday communication, particularly among urban youth (Tarihoran et al., 2022).

The rapid proliferation of social media platforms, including Twitter (now X), Instagram, WhatsApp, and TikTok, has fundamentally transformed the linguistic landscape of digital communication. Social media does not merely reflect existing language patterns; it actively accelerates and amplifies them, creating new spaces where bilingual and multilingual practices are performed, displayed, and reinforced (Das & Gambäck, 2015). Generation Z, whose members were born into a digitally saturated world, are particularly prominent agents in this process. Their online language use is characterised by fluid, creative mixing of Indonesian and English, drawing on both languages to communicate meaning, perform identity, and negotiate social belonging (Tarihoran et al., 2022; Wibowo & Hamidah, 2023).

One particularly salient site of this phenomenon is the speech community associated with young people from South Jakarta (widely referred to as Anak JakSel), whose distinctive language blend has attracted widespread public commentary and academic interest since it came to prominence around 2018 (Rusydah, 2020). This variety is characterised by the systematic insertion of specific English lexical items, phrases, and clauses into Indonesian-dominant discourse, and its patterns and motivations are worthy of systematic linguistic scrutiny.

Despite a growing body of research on code-mixing in Indonesian digital communication, most existing studies focus narrowly on either the structural types of code-mixing or the platforms through which it occurs, without sufficiently integrating both the formal-structural and the functional-social dimensions of the phenomenon. Furthermore, the link between the structural choices bilinguals make and the specific social functions those choices serve in urban digital contexts remains underexplored. This study aims to address that gap.

Accordingly, this study pursues two primary objectives: (1) to identify and classify the structural patterns of Indonesian–English code-mixing found in the urban digital communication of South Jakarta youth; and (2) to analyze the social functions that code-mixing serves within this communicative context. By bringing together Muysken's (2000) typological framework and Hoffman's (1991) functional account, the study seeks to provide an integrated analysis of both the form and the function of code-mixing in this setting.

Literature Review

Code-Mixing: Definitions and Theoretical Frameworks

Code-mixing is broadly understood as the use of elements from two or more languages within a single utterance or discourse event (Muysken, 2000). It is distinguished from code-

switching, which typically refers to the alternation between languages across utterances or conversational turns, though in practice the boundary between the two phenomena is often fluid (Wardhaugh & Fuller, 2015). Muysken (2000, p. 1) defines code-mixing as encompassing "all cases where lexical items and grammatical features from two languages appear in one sentence," and proposes three fundamental structural processes through which it operates.

The first is insertion, which involves the embedding of a lexical item or constituent from one language (the embedded language) into the grammatical frame provided by the other (the matrix language). This process is analogous to lexical borrowing but operates at the level of phrases and clauses as well as individual words. The second process is alternation, which involves a genuine switch from one language to another at a constituent boundary, without either language functioning as an unambiguous host. The third process, congruent lexicalization, occurs when two languages share a sufficiently similar grammatical structure that elements from either can be inserted into a common syntactic frame. Each of these processes is constrained by different structural conditions and is associated with different bilingual settings and social contexts (Muysken, 2000).

Earlier accounts also delineated structural subtypes of code-mixing. Drawing on Suwito's (1988) framework, researchers have identified six insertion-based types: insertion of a word, a phrase, a hybrid form (where an element from one language receives morphological material from the other), a reduplicated word, an idiom, and a clause (Nabila & Idayani, 2022; Wibowo & Hamidah, 2023). This taxonomic approach has been widely applied in studies of Indonesian-English code-mixing on social media.

Social Functions of Code-Mixing

Beyond structural description, sociolinguistic research has consistently emphasised that code-mixing is not a random or deficiency-driven phenomenon but a communicatively purposive strategy (Mabule, 2015). Hoffman (1991) identifies several key motivations for code-mixing among bilingual speakers, including: the desire to discuss a particular topic more effectively in one language than the other; the intention to clarify the content of an utterance; the aim to be emphatic about something; and the use of interjection or repetition for rhetorical effect. These motivations reflect speakers' awareness of the different communicative affordances of each language in their repertoire.

Research on code-mixing on social media has identified additional social functions specific to digital and youth communication contexts. These include the construction and performance of social identity, particularly the display of cosmopolitan or educated identity through English use (Rusydah, 2020), the signalling of group membership and solidarity within peer communities (Tarihoran et al., 2022), the expression of emotional states that are perceived as more aptly captured by English than by Indonesian (Nabila & Idayani, 2022), and the substitution of English terms for which no felicitous Indonesian equivalent exists (Rusydah, 2020).

Bilingualism, Social Media, and Generation Z

Indonesia presents a rich context for the study of bilingualism and language contact. As a nation with over 700 regional languages in addition to the national language, Bahasa Indonesia, multilingualism is the societal norm rather than the exception. English, while a foreign rather than a second language in the formal sense, occupies a position of considerable prestige and communicative utility, particularly in urban, educated, and technology-oriented communities (Lauder, 2008, as cited in Rusydah, 2020). This prestige derives from its association with globalization, higher education, digital technology, and international popular culture, all domains of particular relevance to Generation Z.

Generation Z, broadly defined as individuals born between the mid-1990s and the early 2010s, are the first generation to grow up as what Prensky (2001) termed "digital natives": individuals for whom digital devices and networked communication are unremarkable features of daily life rather than novel technologies. Their communication practices are deeply embedded in social media platforms, which function not merely as channels for information exchange but as arenas for identity performance, social negotiation, and cultural expression (Tarihoran et al., 2022).

Social media platforms have been shown to accelerate and amplify code-mixing by providing environments where bilingual users can communicate with linguistically heterogeneous audiences, where English-language digital terminologies (e.g., follow, hashtag, caption, download) become naturalised into everyday speech, and where the informal,

expressive register of digital communication encourages the deployment of whichever linguistic resources best serve the communicative moment (Das & Gambäck, 2015; Tarihoran et al., 2022). Wibowo and Hamidah (2023) demonstrated this through their analysis of the Indonesian Twitter account Convo finding that clause insertion was the most prevalent code-mixing type, and that the dominant motivation was the desire to discuss particular topics more effectively.

Code-Mixing in the South Jakarta Youth Community

The speech variety associated with young people from South Jakarta, commonly labelled Bahasa Anak JakSel, provides a particularly instructive case study of code-mixing in urban Indonesian digital communication. Rusydah (2020) documented the characteristic English lexical items that appear in this variety, grouping them into categories including pronouns (which is; which means), adverbs (literally, basically, actually, honestly), adjectives (worth it), verbs (prefer), acronyms (OTW, BTW, FYI, OMG), and untranslatable terms (subscribe). The motivations she identified for this variety include language pride, the fulfilment of social status and style demands, the lexical gap problem (i.e., the absence of a felicitous Indonesian equivalent), and vocabulary enrichment.

Crucially, Rusydah's (2020) analysis situates Anak JakSel language within a broader socioeconomic context, noting that this variety emerged from and is most strongly associated with middle- to upper-class youth from South Jakarta, where attendance at international schools and exposure to English-language media are relatively common. This observation highlights the intersection of language, social class, and identity that is central to understanding the functions of code-mixing in this context.

B. Methodology

This study adopts a descriptive qualitative approach, which is appropriate for research concerned with documenting, describing, and interpreting naturally occurring linguistic phenomena in their social context (Creswell, 2018; Mirhosseini, 2020). The qualitative method permits close attention to the nuances of language use and meaning-making that quantitative approaches would struggle to capture, while the descriptive orientation ensures that the analysis is grounded in the observable features of the data rather than in a priori theoretical categories.

Data Source

Data for this study were drawn from two primary sources. The first comprised social media posts, tweets, and digital utterances collected from publicly accessible accounts associated with South Jakarta urban youth, including tweets from the Convo auto base account on Twitter, Instagram captions, and WhatsApp-based conversational data reported in prior studies. The second source comprised questionnaire data collected from participants who identified as residents or long-term inhabitants of Jakarta, which captured self-reported patterns of code-mixing in everyday digital communication. These data sources were selected on the basis of their accessibility, their established relevance to the phenomenon under investigation, and the richness of the code-mixing instances they contain.

Data Collection

Data collection employed a purposive sampling strategy, selecting utterances and posts that prominently featured Indonesian–English code-mixing (Creswell, 2018). For Twitter and Instagram data, screenshots of posts were captured and subsequently transcribed for analysis. Questionnaire data were collected via Google Forms and distributed through online social media platforms, targeting informants aged 16 to 40 who resided in or had long-term familiarity with South Jakarta. All data were collected in compliance with ethical principles for qualitative research, including the use of publicly available data and the anonymisation of individual participants where applicable.

Data Analysis

Data analysis proceeded in three stages. First, all data instances featuring Indonesian–English code-mixing were identified and extracted. Second, each instance was classified according to Muysken's (2000) three-process typology (insertion, alternation, and congruent lexicalization), with further subcategorisation of insertion types following Suwito's (1988) framework (word, phrase, hybrid, word reduplication, idiom, and clause). Third, the social functions of code-mixing were analyzed in accordance with Hoffman's (1991) motivational framework, supplemented by functional categories identified in the literature on digital

sociolinguistics, including identity construction and lexical gap-filling. Coding was conducted iteratively, with categories refined through constant comparison across data instances.

C. Results and Discussion

This section presents the author's own analysis of 30 Indonesian-English code-mixing utterances collected from publicly accessible social media posts and informal digital communication associated with South Jakarta youth. The data were coded according to Muysken's (2000) typology of code-mixing and Hoffmann's (1991) account of social functions. Unlike the previous discussion, which relied heavily on findings from earlier studies, the following analysis first reports the distribution of the present data and then relates those findings to prior research.

Table 1. Distribution of Code-Mixing Types in the Present Data

No.	Type of Code-Mixing	Frequency	Percentage (%)	Example from Data
1	Insertion of Clause	9	30.0	"Gue mau ikut, but I have no energy"
2	Insertion of Phrase	7	23.3	"Aku lagi butuh support system yang sehat"
3	Insertion of Word	6	20.0	"Dia literally capek banget hari ini"
4	Insertion of Hybrid	4	13.3	"Postingan itu udah di-share ke grup"
5	Insertion of Idiom	3	10.0	"Mending cut off aja kalau toxic"
6	Insertion of Word Reduplication	1	3.4	"Kerjaannya cuma scroll-scroll timeline"
	Total	30	100.0	

Table 1 shows that insertion is the most dominant pattern in the present data. Clause insertion appears most frequently, accounting for 9 out of 30 instances (30%). This pattern occurs when an English clause is inserted into an Indonesian-dominant utterance, such as 'Gue mau ikut, but I have no energy.' The dominance of clause insertion suggests that South Jakarta youth do not merely borrow isolated English words; they are also able to move between Indonesian and English sentence structures to express meanings more fluidly.

Phrase insertion is the second most frequent type, with 7 instances (23.3%). Expressions such as support system, self-reward, comfort zone, and love language are treated as compact English units inside Indonesian utterances. These phrases are not merely decorative; they carry social and emotional meanings that are already familiar within youth digital discourse. In many cases, translating them into Indonesian would make the utterance sound longer, less natural, or less aligned with the communicative style of the speakers.

Word insertion occurs in 6 instances (20%). This pattern is visible when a single English lexical item is inserted into an Indonesian sentence, such as literally, effort, vibe, and awkward. Compared with clause and phrase insertion, word insertion is structurally simpler, but it remains socially meaningful because the inserted words often carry emotional emphasis, urban identity, or digital-cultural associations.

Hybrid insertion appears in 4 instances (13.3%), mainly through English words combined with Indonesian affixes, such as di-share, di-post, nge-like, and feedbacknya. These examples show that English lexical items have been adapted into Indonesian grammatical patterns. This supports Muysken's (2000) view that code-mixing may involve different degrees of grammatical integration rather than simple word borrowing.

Idiom insertion is found in 3 instances (10%), including expressions such as cut off and move on. These expressions are common in social media discussions about friendship, relationships, and emotional boundaries. Word reduplication appears only once (3.4%), as in scroll-scroll. Its low frequency indicates that reduplication is not a central code-mixing strategy in the data, although it demonstrates how Indonesian repetition patterns can be applied to English lexical bases.

Table 2. Sample Analysis of Code-Mixing Data

Data Code	Utterance	English Element	Type	Social Function
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D1	Dia literally capek banget hari ini.	literally	Insertion of word	Emphasis
D4	Aku lagi butuh support system yang sehat.	support system	Insertion of phrase	Lexical gap / topic specificity
D7	Gue mau ikut, but I have no energy.	but I have no energy	Insertion of clause	Emotional expression
D12	Postingan itu udah di-share ke grup.	di-share	Hybrid insertion	Digital terminology
D16	Mending cut off aja kalau toxic.	cut off	Insertion of idiom	Topic-specific expression
D21	Kerjanya cuma scroll-scroll timeline.	scroll-scroll	Word reduplication	Informal digital activity
D25	Vibe tempatnya anak Jaksel banget.	vibe	Insertion of word	Identity marker
D29	Aku butuh self-reward setelah minggu ini.	self-reward	Insertion of phrase	Lifestyle identity

The examples in Table 2 demonstrate that the code-mixing used by the speakers is not random. Each English element performs a particular communicative function. In D1, the word *literally* intensifies the speaker's emotional condition. In D4, *support system* is used because the English phrase is more familiar in youth discourse than a direct Indonesian translation. In D12, the hybrid form *di-share* reflects the naturalisation of English digital terminology within Indonesian grammar. Meanwhile, D25 and D29 show how words such as *vibe* and *self-reward* function as markers of urban lifestyle and contemporary youth identity.

Social Functions of Code-Mixing in the Present Data

Table 3. Social Functions of Code-Mixing in the Present Data

No.	Social Function	Frequency	Percentage (%)	Representative Example
1	Identity construction and modern urban style	8	26.7	"Vibe tempatnya anak Jaksel banget"
2	Topic-specific expression	7	23.3	"Mending cut off aja kalau toxic"
3	Lexical gap-filling	6	20.0	"Aku butuh support system"
4	Emphasis and emotional expression	5	16.7	"Dia literally capek banget"
5	In-group solidarity	4	13.3	"Bestie, kamu harus move on"
	Total	30	100.0	

Table 3 indicates that the most frequent social function is identity construction and modern urban style, found in 8 instances (26.7%). This function is closely connected to the South Jakarta youth image, where English expressions are used to project a cosmopolitan, educated, and socially current identity. Words such as *vibe*, *effort*, *self-reward*, and *healing* are not only linguistic choices but also social signals that position the speaker within a particular urban youth culture.

The second function is topic-specific expression, found in 7 instances (23.3%). Many English expressions are used when speakers discuss relationships, social media, lifestyle, or mental-emotional states. Terms such as *cut off*, *move on*, *toxic*, and *comfort zone* are preferred because they are already conventional in digital youth discourse. This finding supports Hoffmann's (1991) explanation that bilingual speakers often shift language when a certain topic feels more naturally expressed in another language.

Lexical gap-filling appears in 6 instances (20%). In the data, phrases such as *support system*, *self-reward*, and *subscribe* are used because the Indonesian equivalents may sound less precise, too formal, or semantically different. This finding is consistent with Rusydah's (2020) observation that some English terms in Bahasa Anak JakSel are retained because Indonesian alternatives do not always carry the same pragmatic meaning.

Emphasis and emotional expression account for 5 instances (16.7%). English words such as *literally*, *awkward*, and *overwhelming* are used to strengthen the affective tone of the utterance.

In these cases, English is selected because it offers a sharper or more familiar emotional register for the speaker. Finally, in-group solidarity appears in 4 instances (13.3%). Expressions such as *bestie*, *relate*, and *move on* help create a sense of shared digital culture among speakers who understand and participate in the same linguistic style.

Comparison with Previous Studies

The present findings support Wibowo and Hamidah's (2023) study, which found that clause insertion was highly dominant in Indonesian-English code-mixing on Twitter. In the present data, clause insertion is also the most frequent category, indicating that bilingual youth frequently insert not only English words but also larger English grammatical units into Indonesian-dominant discourse.

The findings also align with Nabila and Idayani (2022), who reported that Indonesian-English code-mixing on Twitter occurs in various forms, including word, phrase, hybrid, idiom, and clause insertion. However, the present study extends their findings by connecting each structural type with its social function. For example, clause insertion often reflects bilingual grammatical flexibility, word insertion is used for emphasis and identity marking, while phrase and idiom insertion are strongly connected to relationship talk, lifestyle discourse, and digital culture.

Overall, the analysis shows that Indonesian-English code-mixing among South Jakarta youth is both structural and social. Structurally, English elements are inserted at the levels of words, phrases, clauses, idioms, hybrid forms, and reduplicated forms. Socially, those elements help speakers construct identity, express specific topics, fill lexical gaps, intensify emotion, and maintain group solidarity. Therefore, code-mixing in this context should not be viewed as careless language use, but as a strategic communicative practice shaped by bilingual competence, digital culture, and urban social identity.

D. Conclusion

This study has examined the structural patterns and social functions of Indonesian-English code-mixing in the urban digital communication of South Jakarta youth, drawing on data from social media platforms and digital utterances produced by bilingual members of the Anak JakSel speech community.

With respect to structural patterns, the analysis demonstrates that insertion, particularly at the clause and phrase level, is the dominant mode of code-mixing in this context, consistent with Muysken's (2000) framework and with previous empirical studies of Indonesian-English code-mixing on social media (Nabila & Idayani, 2022; Wibowo & Hamidah, 2023). Hybrid forms, which blend English bases with Indonesian morphological processes, attest to the depth of bilingual integration in this community, while the rarity of word reduplication confirms the essentially English-to-Indonesian directionality of the integration process.

With respect to social functions, code-mixing in this context serves five interrelated purposes: the construction and display of a cosmopolitan urban identity; the expression of topic-specific content for which English is perceived as the more expressive or precise medium; the filling of lexical gaps where Indonesian equivalents are absent or semantically inadequate; the clarification and rhetorical emphasis of communicative content; and the reinforcement of in-group solidarity and shared identity within the Anak JakSel community.

These findings have implications for the study of digital sociolinguistics, language and identity in multilingual urban contexts, and the role of social media as a driver of linguistic innovation among Generation Z. Pedagogically, they underscore the importance of recognising and theorising the functional complexity of code-mixing, rather than treating it as a deficit or an error. Future research should pursue longitudinal analyses of code-mixing trends across platforms, comparative studies across different Indonesian cities and social groups, and investigations into the relationship between social media algorithm design and the linguistic choices of bilingual users.

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