

FINAL REPORT

**CODE-SWITCHING AND CODE-MIXING AS
ENGAGEMENT IN WINDAH BASUDARA'S ROBLOX
LIVESTREAMS**



**To fulfill one of the graduation requirements for the D-III English Study
Program Politeknik Negeri Sriwijaya**

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**D-III ENGLISH STUDY PROGRAM
POLITEKNIK NEGERI SRIWIJAYA
2026**

APPROVAL PAGE

The Final Report titled:

**CODE-SWITCHING AND CODE-MIXING AS ENGAGEMENT IN
WINDAH BASUDARA'S ROBLOX LIVESTREAMS** prepared by **Trisna
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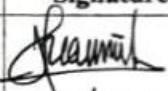
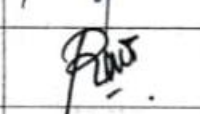
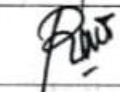


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VALIDATION PAGE

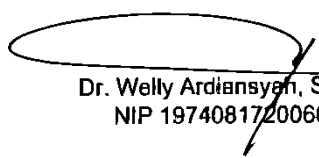
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PLAGIARISM-FREE DECLARATION

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Declare that this scientific document Final Report does not contain any parts of other scientific works that have been submitted to obtain an academic degree at any Higher Education Institution. Additionally, there are no works or opinions written or published by others/institutions, except those properly cited and listed in the references.

I hereby declare that this scientific document is free from any elements of plagiarism. Should this Final Report later be proven to be plagiarism of another author's work and/or deliberately submit others' work or opinions as my own, I am willing to accept academic and/or legal sanctions in accordance with applicable regulations.

Palembang, 17th June 2026



Trisna Hidayati

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PREFACE

First of all, the writer would like to express gratitude to Allah SWT for His blessings and mercy, which have enabled the writer to complete this final report entitled “*Code-Switching and Code-Mixing as Engagement in Windah Basudara’s Roblox Livestreams.*” This final report is submitted as one of the requirements to complete the Diploma III Degree of the Language and Tourism Department at Politeknik Negeri Sriwijaya.

This report discusses about code-switching and code-mixing, particularly in livestream interactions. It focuses on the types of code switching and code mixing occurred in Windah’s livestream videos and also to know the function of code switching and code mixing as viewers engagement. Through this study, the writer aims to provide a better understanding of language use in digital contexts, especially in relation to sociolinguistic phenomena in online media.

The writer realizes that this final report is still far from perfect. The refore, the writer welcomes any suggestions and constructive criticism in order to improve this report. Finally, the writer hopes that this final report will be useful for readers as a reference, especially for students of Language and Tourism Department at Politeknik Negeri Sriwijaya.

Palembang, 2026

Trisna Hidayati

ABSTRACT

This study aims to analyze the use of code-switching and code-mixing as a form of engagement in Windah Basudara's Roblox livestreams. The research applied qualitative descriptive method to examine how these language phenomena occur in digital communication and how they contribute to viewers interaction. The data was collected from selected livestream videos available on Windah Basudara's official YouTube channel. The researcher used qualitative method with documentation techniques such as observing, selecting and transcribing the utterances that contain code switching and code mixing. The data analysis was conducted through several stages, including identifying relevant utterances, classifying the types of code-switching based on Poplack (1980) and code-mixing based on Muysken (2000), and analyzing their functions in the context of livestream interaction. The findings of this study show that code-switching and code-mixing are frequently used in livestream communication and play an important role in maintaining viewers engagement. These language practices likely functioned as communicative strategies to attract attention, build interaction, and create a more dynamic and relatable communication style between the content creator and the viewers. Therefore, this study is expected to contribute to the understanding of sociolinguistic phenomena in digital communication, particularly in the context of livestream interactions and online media.

Keywords: *code-switching, code-mixing, digital communication, engagement, livestream, sociolinguistics*

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6. To Windah Basudara, thank you for your contents that always make me laugh out loud, *terimakasih sudah menyediakan kualitas streaming terbaik, audio yang pas, layanan grafik 2K*. Thank you for making us all happy, may goodness always be with you, God bless you, *bang*.

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