**ABSTRACT**

Moh. Fajar Shodik, 2021, *An Analysis of Using Code Mixing in a Conversation by Campus Ambassador at IAIN Madura*, Teaching English, Teaching Learning Program (TBI), Tarbiyah Faculty, State Islamic Institute of Madura. Advisor. Mulyadi, SS. M. Pd.

**Key words:** Sociolinguistics, Code Mixing, Conversation, Campus Ambassador.

Sociolinguistics study about the relationship between language and society. Sociolinguistics is concerned with investigating the relationship between language and society with the purpose being a better understanding of the structure of language and how language function in communication. In studying sociolinguistics, there will come a term which is called code mixing. Code mixing is a study of combining codes (languages) in a sentence that appears in informal communication. The phenomenon of mixing two languages in a conversation has become common place among the community, especially in Indonesia itself. Because Indonesia is no stranger to mixing various language in a communication. This is triggered because the people in Indonesia are included into the category of society which can be said to be bilingualism or mulitilingualism. One of the community that often mixes language is campus ambassador.

Based on this explanation, there are two main problems that will be studied in this research, namely first, What are the types of code mixing used by campus ambassador at IAIN Madura. Second, What are the reasons that campus ambassador mix one language to another in a conversation at IAIN Madura.

This research was qualitative research and used descriptive research. The location of this research was at IAIN Madura. Three instruments that were used were interview, observation and documentation. While checking its validity through triangulation of technique and time.

The results of the research that have been conducted show that, some members of campus ambassador often use types of code mixing of word and phrase. And also the reason using code mixing in a conversation, they are more enjoy, relax, to know some language, can remember vocabulary, direct to mix a language and more variation.

**ABSTRAK**

Moh. Fajar Shodik, 2021, *Menganalisis Penggunaan Campur Kode di sebuah Percakapan oleh Duta Kampus di IAIN Madura,* Pembelajaran Mengajar Bahasa Inggris (TBI), Fakultas Tarbiyah, Institut Agama Islam Negeri Madura. Pembimbing, Mulyadi, SS. M. Pd.

**Kata kunci:** Sosiolinguistik, Campur Kode, Percakapan, Duta Kampus.

Sosiolinguistik belajar tentang hubungan antara bahasa dan masyarakat. Sosiolinguistik berkaitan dengan menyelidiki hubungan antara bahasa dan masyrakat dengan tujuan menjadi pemahaman yang lebih baik tentang struktur bahasa dan bagaimana fungsi bahasa dalam komunikasi. Dalam mempelajari sosiolinguistik, akan muncul istilah yang disebut campur kode. Pencampuran kode adalah studi tentang penggabungan kode (bahasa) dalam kalimat yang muncul dalam komunukasi informal. Fenomena pencampuran dua bahasa dalam suatu percakapan sudah menjadi hal yang lumrah di kalangan masyarakat khususnya di Indonesia sendiri. Karena Indonesai sudah tidak asing lagi dengan pencampuran berbagai bahasa dalam suatu komunikasi. Hal ini dipicu karena masyarakat di Indonesia termasuk dalam kategori masyarakat yang bisa dikatakan bilingualisme atau multilingualisme. Salah satu komunitas yang sering mencampurkan bahasa adalah duta kampus.

Berdasarkan uraian tersebut, ada dua pokok permasalahan yang akan dikaji dalam penelitian ini yaitu pertama, Apa tipe campur kode yang digunakan oleh duta kampus di IAIN Madura. Kedua, Apa alasan duta kampus mencampur bahasa ke yang lain di sebuah percakapan di IAIN Madura.

Penelitian ini menggunakan penelitian kualitatif dan menggunakan penelitian deskriptif. Lokasi penelitian di IAIN Madura. Tiga instumen yang digunakan yaitu, wawancara, observasi, dan dokumentasi. Sedangkan mengecek keabsahan melalui triangulasi teknik dan waktu.

Hasil penelitian yang telah dilakukan menunjukkn bahwa, beberapa anggota duta kampus sering menggunakan tipe campur kode kata dan frase. Dan juga alasan menggunakan campur kode di sebuah percakapan, mereka lebih menikmati, santai, mengetahui beberapa bahasa, bisa mengingat kosa kata, secara langsung mencampur bahasa dan lebih variasi.

