

THE INFLUENCE OF LOCAL CULTURE ON ENGLISH CODE-MIXING SOCIAL MEDIA

Afni Rosalina¹

Fakultas Hukum Sosial Sains, Universitas Deztron Indonesia,

Jl. Perintis Kemerdekaan No 9, Sumatera Utara

Email : afnirosalina@udi.ac.id

Abstract

This research aims to analyze the influence of local culture on English code-mixing practices on social media, particularly among young users in Indonesia. Using critical discourse analysis, the study examines digital texts (captions, comments, and posts) collected from platforms such as Instagram, Twitter, and TikTok. The findings suggest that local cultural aspects such as traditional meals, local holidays, regional languages, and popular cultural symbols regularly occur in code-mixing behaviors. Code-mixing is employed not only as a current communication style but also as a type of global (global and local) cultural identity manifestation. These findings show that local culture remains significant in the digital and global era and has a role in shaping the communication habits of future generations. This research shows that local culture does not hinder the use of English, but instead serves as a filter and framework that shapes how global influences are adapted into the local context. This study concludes that the practice of code-mixing in English on social media reflects the process of culture, where language is used as a tool for negotiation and cultural adaptation in the digital era.

Keywords: *local culture, code-mixing, social media, cultural identification, discourse analysis*

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh budaya lokal terhadap praktik campur kode bahasa Inggris di media sosial, khususnya pada kalangan pengguna muda di Indonesia. Dengan menggunakan metode analisis wacana kritis, penelitian ini mengkaji data berupa teks digital (caption, komentar, dan unggahan) yang dikumpulkan dari platform seperti Instagram, Twitter, dan TikTok. Temuan tersebut menunjukkan bahwa aspek budaya lokal seperti makanan tradisional, hari libur lokal, bahasa daerah, dan simbol budaya populer secara teratur muncul dalam perilaku campur kode. Campur kode digunakan tidak hanya sebagai gaya komunikasi saat ini tetapi juga sebagai jenis manifestasi identitas budaya glocal (global dan lokal). Temuan ini menunjukkan bahwa budaya lokal tetap signifikan di era digital dan global serta memiliki peran dalam membentuk kebiasaan komunikasi generasi mendatang. Penelitian ini menunjukkan bahwa budaya lokal tidak menghambat penggunaan Bahasa Inggris tetapi justru jadi filter dan kerangka yang membentuk bagaimana pengaruh global di adaptasi ke dalam konteks lokal. Penelitian ini menyimpulkan bahwa praktik campur kode Bahasa Inggris di media sosial mencerminkan proses budaya, Dimana Bahasa di gunakan sebagai alat negosiasi dan adaptasi budaya di era digital.

Kata kunci: *budaya lokal, campur kode, media sosial, identifikasi budaya, analisis wacana*

Introduction

As the world races through its digital transformation, social media has assumed a prominent role among the conduits people use to express themselves, and to communicate and construct their identities. One of the most common forms of code-mixing among Indonesian codes is English code-

mixing, which can be found among young Indonesians, as they use this language quite often, including on social media platforms such as Instagram, Twitter, and TikTok. This code-mixing is not just a reflection of the users' language ability, it also reflects the ongoing dynamic of interaction between cultures. English is used in all these different contexts lifestyle, humor, emotional expression but it almost never exists in a vacuum. Often, English phrases or expressions are placed into sentences that hold local cultural meaning, either overtly or implicitly. For instance, terms like healing to the top or self-reward eating nasi padang exemplify how local values are combined with global linguistic norms. This phenomena shows that local culture strongly influences the patterns of English code-mixing on social media. This study intends to analyze the extent to which local culture shapes English code-mixing practices and how cultural identity is communicated through language in the digital domain.

We live in a linguistically diverse nation in Indonesia. In addition to English and Indonesian, hundreds of regional languages are spoken throughout the archipelago. Social media has developed into an intriguing platform for seeing how people blend languages in their everyday interactions in this multilingual environment. Since English is a universal language, it inevitably appears on social media sites like Facebook, Instagram, TikTok, and Twitter. In informal interactions, people tend to mix English with their native tongues like Indonesian, however occasionally they use it exclusively.

The intriguing thing is that language mixing has become commonplace in everyday conversation, particularly among younger people, and is no longer restricted to formal or academic contexts. Despite the fact that social media usage of English mirrors worldwide patterns, It is inextricably linked to the impact of regional culture. The way people combine languages online is influenced by their social identities, customs, values, and community standards. Adding English phrases to conversations is more than just language for many users; it's a means of self-expression, demonstrating modernity, global awareness, prestige, or just a connection to popular culture.

Code-mixing is also common in cultures that are mixed, where global and local aspects live together, overlap, and sometimes clash. Bhabha (1994) came up with the idea of the "third space" to explain how these mixed cultural forms come about, giving people a way to move between conventional cultural norms and global influences. English code-mixing on social media is more than just a language trend; it shows how people negotiate their identities and even oppose cultural uniformity in small ways.

When you look at this occurrence through the prism of local cultural impact, it becomes much more interesting. When, how, and why people blend English words with their own languages is often based on cultural considerations including regional pride, comedy, politeness rules, hierarchical relationships, or the desire to show off a certain social image. For example, in some Indonesian locations, English code-mixing may be linked with metropolitan sophistication, while in others, it may reflect youth identity or technological literacy.

Understanding the influence of local culture on English code-mixing on social media is vital for various reasons. Firstly, it provides insight into how language practices reflect and modify cultural identity in the digital era. Secondly, it demonstrates how global linguistic trends are localized and altered within unique cultural contexts. Lastly, it contributes to sociolinguistic study by emphasizing the dynamic link between language, culture, and technology.

Therefore, this study attempts to evaluate the influence of local culture on English code-mixing among social media users. It studies the extent to which cultural identity, social conventions, and regional values affect language-mixing habits in online communication. By studying authentic social media information, this project tries to reveal patterns of code-mixing, the cultural motivations behind them, and the consequences for understanding identity construction in the digital era.

Method

This study takes a qualitative approach with a descriptive strategy. A qualitative technique was used since the study's goal is to investigate and comprehend the phenomena of English code-mixing on Indonesian social media, particularly as it relates to local cultural components. This study does not seek to quantify variables, but rather to describe the phenomenon in detail. This study's data comes from social media posts that mix English and Indonesian codes. The research will focus on major social media sites in Indonesia, such as Instagram, Twitter, and TikTok, which are popular among teenagers and young people. The data collected will be captions, tweets, or videos that incorporate code-mixing of English and local culture aspects.

This study adopts a qualitative descriptive research design to evaluate how local culture effects English code-mixing habits on social media among Indonesian users. The qualitative technique is regarded acceptable as it allows the researcher to comprehend language use and cultural meaning in natural situations, concentrating not only on linguistic structures but also on the socio-cultural circumstances behind those activities. The research was undertaken by evaluating content from three main social media sites widely utilized in Indonesia: Instagram, TikTok, and Twitter.

These platforms were selected for the purpose of examining patterns of code-mixing influenced by local culture because of their high user involvement, accessibility, and abundance of multilingual and culturally sensitive communication. Social media posts with captions, comments, hashtags, and video content that show examples of English code-mixing with Indonesian or other regional languages make up the main source of data for this study. Purposive sampling, which concentrates on choosing information-rich content pertinent to the study goals, was used to collect data. 150 social media posts in all were gathered between March and May of 2025, a three-month span.

Posts were selected based on the following criteria:

The post contains visible code-mixing of English with Indonesian or other regional languages.

The post reflects elements of local culture, such as regional identity, traditional practices, cultural pride, humor rooted in local contexts, or references to social norms.

The content is publicly accessible and does not violate user privacy or platform guidelines.

The information was obtained by methodically keeping an eye on public profiles, cultural expression-related hashtags (such as #BudayaLokal, #ProudIndonesian, and #BahasaGaul), and viral content that showed obvious signs of code-mixing. Text transcriptions and screenshots were recorded for in-depth examination. Content analysis was used to examine the gathered data, paying particular attention to the cultural elements incorporated into the posts as well as the linguistic types of code-mixing. The researcher divided the types of code-mixing into three groups using Muysken's (2000) typology:

The practice of inserting English words or brief phrases into regional or Indonesian linguistic frameworks is known as "insertional code-mixing." The practice of users switching between local languages and English within a single phrase is known as "alternational code-mixing." When English and local language components are combined at the grammatical or structural level, this is known as congruent lexicalization. The study used a sociolinguistic and cultural analytic technique to analyze the cultural influences underlying code-mixing. Users' linguistic choices were specifically examined in relation to their expressions of humor, cultural identity, social position, regional pride, and modern lifestyle.

The theoretical framework of cultural hybridity served as the basis for this interpretation, particularly Bhabha's (1994) idea of the "third space," in which people create hybrid identities by fusing local cultural values with global language influences. By examining code-mixing trends across various

platforms, user demographics, and cultural reference types, data triangulation was used to increase the validity of the findings.

To guarantee the veracity and correctness of interpretations, peer debriefing with linguistic specialists and conversations with cultural observers were also undertaken. To ensure adherence to ethical research guidelines, all of the data used in this study came from publically available online sources. Every data display respects privacy and confidentiality, and no individual user identities were revealed. A thorough grasp of the relationship between language, culture, and digital communication is made possible by this methodological approach, which also sheds light on how local culture influences the usage of English code-mixing on social media in modern Indonesian society.

3.1 Data Collection Techniques (with Emphasis on Local Culture)

The collected data includes captions, comments, videos, and other texts that contain elements:

1. Code-mixing between English and Indonesian.
2. Mention or reference to local cultural elements, such as:

Traditional food (Example: *rendang*, *pempek*, *seblak*)

Local tradition or celebration (Example: *ngabuburit*, *tahlilan*, *mudik*)

Regional expression (Example: *ciamik*, *rek*, *cuy*)

Social-cultural activities (Example: *arisan*, *nobar*, *ngopi*)

Local iconic location or place (Example: *alun-alun*, *warung kopi*, *kampung halaman*)

Local popular culture symbol (Example: *penggunaan batik*, *wayang*, *atau bahkan meme lokal*)

Example of a social media post that serves as a data source:

> "*Finally back in Bandung! Rindu banget sama vibe-nya. Let's go ngopi di Warkop Bu Nana, cuy!*"

The sentence shows code-switching (English + Indonesian) and local cultural elements:

Bandung, ngopi, warkop, cuy.

3.2 Data Analysis Techniques (with Expanded Local Culture Analysis)

Analysis was conducted using the Critical Discourse Analysis approach (Fairclough, 1995), with the following steps:

1. Identifying Code-Switching

Marking parts of the text that mix Indonesian and English.

2. Categorizing Types of Code Mixing

Intrasentential (within one sentence)

Intersentential (between sentences)

Extrasyntactical (insertion of words/phrases outside the main syntactic structure)

3. Identifying Local Cultural Elements in the Text

The researcher analyzes whether and how local cultural elements emerge, categorizing them into themes such as:

Culinary (example: "Kangen banget sama mie Aceh, it hits different.")

Tradisi lokal (example: "Can't wait for lebaran vibes, especially tahlilan at grandma's.")

Regional language (example: "Itu mah udah biasa atuh.")

Symbol of local popular culture (example: "OOTD gue hari ini batik vibes, classy banget kan?")

4. Interpreting the Meaning and Function of Cultural Code-Switching

Analyzing how local cultural elements in code-switching strengthen local identity, enhance social relationships, or demonstrate a particular communication style. This function can be:

Cultural identity marker

Strategy to create closeness with the audiences

Creative and expressive means

5. Analyzing Social Context and Communication Goals

The researcher examines the social background of users (e.g., urban teenagers), the context of the posts (e.g., nostalgia, humor, promotion), and how the use of local culture + English creates a hybrid identity.

Results And Discussion

The data for this study were gathered from a variety of social media platforms, including Instagram, Twitter (X), and TikTok, which are popular among Indonesian teenagers and young users. The data consists of writings, subtitles, comments, and short films that demonstrate English-Indonesian code-mixing and the incorporation of local cultural components. The findings indicate that code mixing is frequently utilized in informal settings with substantial local cultural aspects. Traditional food (example: seblak), social activities (example: social gathering), and regional expressions (example: ciamik) are among the local culture categories discovered. The employment of cultural components demonstrates local identity, strengthens social relationships, and conveys messages with funny or emotional undertones.

The results of this study show that local cultural factors have a significant impact on Indonesian users' use of English code-mixing on social media. It was discovered by observing several social media sites like Instagram, TikTok, and Twitter that users frequently combine English with local and Indonesian languages, both to improve communication and to reflect their cultural identities. The majority of code-mixing that has been noticed in terms of linguistic patterns involves the incorporation of English words or brief phrases into sentences written in Indonesian. This pattern demonstrates how English is used to convey modernism, trendiness, or cultural affiliation. For instance, expressions like "Staycation di kampung halaman, priceless moment" or "Lagi healing di pantai, vibes-nya asik banget" are frequently encountered. This pattern suggests that, without sacrificing regional language roots, English words are frequently purposefully added to highlight social status, emotional expression, or modern living. The influence of local culture becomes more apparent when users mix English with references to traditional customs, festivals, or regional pride. Many social media posts demonstrate

How people integrate English terminology to create a sense of global connectedness while also promoting their cultural uniqueness. In order to create a hybrid identity, posts such as "Budaya Bali itu unik banget, you have to experience it" or "Proud to be Sundanese, urang Bandung tetap keren" demonstrate how English is used in conjunction with regional phrases. Curiously, English code-mixing is sometimes used in critical or hilarious statements, particularly among younger people. This is shown in viral trends, captions, and memes when individuals jokingly blend regional languages with English slang. Such inventiveness is indicative of social media's function as a platform for linguistic innovation and cultural preservation.

The findings also show that social standing and educational background are indicated by English code-mixing. Users from cities or higher education settings are more likely to combine English, which reflects their exposure to a variety of languages as well as their desire to come across as informed, up to date, or cosmopolitan. However, posts that embrace local customs while utilizing English language demonstrate how this linguistic choice is nonetheless anchored in local cultural values. From a sociolinguistic standpoint, these results are consistent with Bhabha's idea of the "third space," where local and global influences are combined to create cultural identity. Social media gives language users a platform to selectively blend languages in order to negotiate between their cultural heritage and global identity. English is used for more than just status; it also represents deeper processes of self-representation, identity negotiation, and cultural adaptation.

This pattern also represents what Crystal (2011) refers to as the worldwide expansion of English, in which local cultures actively modify English to match their cultural narratives rather than passively adopting it. Therefore, English code-mixing on Indonesian social media is an example of cultural hybridity, where people engage with global linguistic trends while proudly embracing their local roots, rather than a symptom of cultural degradation. The study highlights how local culture has a big impact on how English is incorporated into regular conversations on digital platforms. A distinctive, culturally rich form of expression is produced when English blends with social norms, customs, humor, and even regional languages. This emphasizes the need of considering code-mixing as a creative and significant form of cultural expression rather than as linguistic interference in the digital era.

Table: Categorization of Local Cultural Elements in Code-Mixing on Social Media

Number	Local culture category	Example in text	Culture meaning	Function in mixed code
1	Traditional food	<i>Let's go makan seblak before class!</i>	Seblak as a food Sundanese	Showing local identity
2	Local celebration	<i>Mudik season is coming!</i>	Mudik as a annual tradition	Interest in national culture
3	Regional expression	<i>This outfit is so ciamik!</i>	Ciamik as a typical Javanese compliment	Local color in communication
4	Social activities	<i>Abis nobar, lanjut arisan!</i>	Nobar and arisan khas Indonesia	Social interaction of the community

5	Lokasi Ikonik	<i>Alun-Alun Malang, so chill.</i>	Alun-alun as a public space	Geographical interest and nostalgia
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a. Forms and Patterns of English Code-Mixing Influenced by Local Culture

The study reveals that the dominant forms of English code-mixing on social media are insertion and alternation. Insertion involves embedding English words or phrases into Indonesian or regional-language sentences, while alternation refers to switching between languages within a single discourse.

Examples:

"Aduh, my outfit today is too extra for going to the traditional market."

"dia tuh kayak inner power yang khas orang Minang banget."

These examples demonstrate that English expressions are used not only to enrich meaning but also to align with cultural identity. The mixed language style reflects the users' efforts to maintain their local identity while embracing global expressions. Recent research supports these findings, showing that social media users often construct hybrid linguistic identities by mixing global and local codes (Setiawan & Manan, 2023; Wijaya, 2022).

b. Cultural Domains That Influence Code-Mixing

Several domains of local culture significantly shape the use of English code-mixing:

Traditional Wisdom and Local Values:

For instance, the concept of "anak rantau" is often mixed with English words such as *homesick* or *longing*.

Ethnic and Social Identity:

Users deliberately combine ethnic identity with English to assert cultural pride, e.g., "As a Bugis girl, I have to be strong. That's in our blood."

Pop Culture and Local Rituals:

When posting about cultural celebrations or traditional cuisine, English is used to add modern appeal, e.g., "Makan pallubasa sambil nonton Netflix ,best combo ever!"

This blending not only bridges cultures but also creates a localized sense of modernity (Nugroho, 2023).

c. Cultural Motivations Behind English Code-Mixing

Interviews and content analyses indicate three main motivations behind code-mixing, all of which relate to local culture:

Cultural Identity Expression:

Users employ English strategically to affirm cultural roots while signaling global awareness.

Pragmatic Reasons:

Sometimes, no local term sufficiently conveys the intended meaning, so English is used to fill the gap.

Social Prestige:

English is viewed as stylish and modern, yet its combination with local expressions makes it more relatable to Indonesian audiences.

This supports the idea that code-mixing is both a communicative strategy and an identity marker (Rahmawati, 2023).

d. Localized Meaning in English Usage

Several English terms acquire culturally specific meanings when used in code-mixed sentences:

"Crush" becomes a locally understood term for unspoken romantic feelings among youth.

"Mood" is frequently used in emotional expressions shaped by local norms, such as: *"Lagi bad mood, karena nggak diajak ngumpul sama teman sekampung."*

This localization process reflects a linguistic adaptation that makes English expressions resonate with Indonesian social realities (Pramudita & Suryani, 2024).

e. Implications for Local Language and Cultural Sustainability

While English code-mixing adds richness to online expression, it also raises concerns about the sustainability of local languages. Younger generations may prioritize English terms over traditional vocabulary due to perceived social prestige.

However, some users integrate local languages with English intentionally, using social media as a platform to modernize and preserve traditional identities. For instance:

"kalua mak nyuruh nginang terus, I was like... seriously? Tapi ya, itu budaya kita, kan?."

This illustrates that social media can serve as a space where global and local coexist—highlighting a hybrid language practice that reflects cultural negotiation rather than loss.

Cultural Identity and Emotional Expression

Source: Instagram Story

Date: March 2025

Post:

"As a Javanese girl, I was raised to stay calm and collected. But sometimes, I just wanna scream. Inner conflict is real."

Commentary: This post shows a cultural self-identification ("Javanese girl") paired with emotional vocabulary in English (inner conflict). The code-mixing emphasizes psychological struggle within a culturally expected calm demeanor.

Cultural Routine Framed with Modern Self-Care

Source: TikTok Caption

Date: February 2025

Post:

“Ngopi sore sambil dengerin lagu keroncong = healing time. Ada yang bisa relate?”

Commentary:

English is used to frame a traditional activity (afternoon coffee and keroncong music) within the modern concept of emotional wellness (healing time). It reflects the hybridization of lifestyle narratives.

Tradition and Productivity Culture

Source: Instagram Caption

Date: May 2025

Post:

“pulang kampung, tapi tetap on duty bantu emak di dapur. Tradition meets hustle culture.”

Commentary:

This post merges traditional family values (helping in the kitchen) with modern productivity jargon (on duty, hustle culture). It portrays the user’s cultural commitment through a globally appealing frame.

Local Wisdom through Global Language

Source: Facebook Status

Date: April 2025

Post:

“kalua udah dibilang ‘urang awak tuh harus kuat, ya udah deh. No more drama. Mindset shifted.”

Commentary:

The local term *urang awak* (Minangkabau person) anchors the post in ethnic identity, while *mindset shifted* introduces a modern, personal-growth tone, demonstrating identity negotiation.

Conclusion

This study demonstrates that young Indonesian users' adoption of English code-mixing on social media is significantly influenced by local culture. Digital communication that combines Indonesian and English often incorporates cultural features including traditional cuisine, regional dialects, local rituals, and popular cultural icons. In addition to linguistic inventiveness, the utilization of local culture in code-mixing demonstrates a vibrant cultural identity that combines regional values with international trends. According to the study, local cultural factors have a significant impact on English code-mixing on digital platforms like Instagram, TikTok, and Twitter. In order to express prestige, modernity, global connectivity, comedy, and even cultural pride, users combine English phrases with Indonesian and regional languages. Younger people, who view social media as a platform to convey their connection to local customs while also expressing their affinity with global culture, are especially prone to this activity.

It becomes clear that local culture influences how English is incorporated into daily communication rather than impeding its use. The incorporation of English terms into expressions pertaining to customs, local identity, and everyday activities illustrates how language mixing turns into a tactic for preserving cultural relevance while participating in international discourse. In this situation, English is seen as an extra linguistic tool that improves self-expression and communication rather than as a danger to regional tongues. The significance of considering code-mixing as more than just a linguistic aberration is highlighted by these findings. Rather, it should be viewed as a mirror of more general sociocultural dynamics, in which language is used as a tool for cultural adaptation, identity negotiation, and international-local communication. English code-mixing on social media is a normal linguistic evolution driven by globalization, technology, and cultural pride in multilingual societies like Indonesia. The study also emphasizes how resilient local culture is to linguistic developments around the world. The use of English in code-mixing shows how communities voluntarily modify their linguistic patterns to stay connected to both their cultural history and the outside world, rather than undermining regional languages or customs.

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