

ABSTRAK

Devflin Yudha Putri Syafira. 2026. *Analisis Penggunaan Campur Kode dalam Konten TikTok Rafly Chaniago serta Implikasinya terhadap Pembelajaran Teks Anekdote pada Mata Pelajaran Bahasa Indonesia di SMK Negeri 1 Wonoasri*. Skripsi. Program Studi Pendidikan Bahasa dan Sastra Indonesia, Fakultas Keguruan dan Ilmu Pendidikan, Universitas PGRI Madiun. Pembimbing (I) Agung Dr. Agung Nasrulloh Saputro, S.Pd., Pembimbing (II) Eni Winarsih, S.Pd., M.Pd

Perkembangan media sosial, khususnya TikTok, telah mendorong munculnya variasi bahasa berupa penggunaan campur kode sebagai bagian dari strategi komunikasi dalam humor digital. Fenomena tersebut menarik dikaji karena tidak hanya mencerminkan praktik kebahasaan masyarakat multilingual, tetapi juga berpotensi dimanfaatkan sebagai bahan ajar yang kontekstual. Penelitian ini bertujuan untuk mengidentifikasi jenis-jenis campur kode, menganalisis fungsi penggunaan campur kode dalam konten TikTok Rafly Chaniago sebagai representasi humor digital, serta mendeskripsikan implikasinya terhadap pembelajaran teks anekdot pada mata pelajaran Bahasa Indonesia di SMK Negeri 1 Wonoasri. Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif. Sumber data penelitian berupa tuturan dalam konten TikTok Rafly Chaniago serta hasil wawancara dengan guru Bahasa Indonesia. Data dikumpulkan melalui teknik dokumentasi dan wawancara, kemudian dianalisis menggunakan tahapan reduksi data, penyajian data, dan penarikan simpulan dengan validitas data melalui triangulasi teori. Hasil penelitian menunjukkan bahwa ditemukan jenis campur kode berdasarkan unsur serapan, yaitu *inner code mixing*, *outer code mixing*, dan *hybrid code mixing*, serta berdasarkan wujud berupa kata, frasa, klausa, baster, perulangan kata, dan idiom. Fungsi campur kode yang dominan meliputi fungsi penegasan, menciptakan suasana santai dan humoris, menunjukkan identitas sosial, fungsi argumentatif, fungsi penyampaian makna tertentu, dan fungsi persuasif. Selain itu, hasil penelitian menunjukkan bahwa konten TikTok Rafly Chaniago relevan dimanfaatkan sebagai bahan ajar teks anekdot karena memuat unsur humor, kritik sosial, serta penggunaan bahasa yang dekat dengan kehidupan peserta didik.

Kata kunci: Campur kode, TikTok, teks anekdot, pembelajaran Bahasa Indonesia, bahan ajar.

ABSTRACT

Devflin Yudha Putri Syafira. 2026. *An Analysis of Code Mixing in Rafly Chaniago's TikTok Content and Its Implications for Anecdotal Text Learning in Indonesian Language Subjects at SMK Negeri 1 Wonoasri*. Undergraduate Thesis. Indonesian Language and Literature Education Study Program, Faculty of Teacher Training and Education, Universitas PGRI Madiun. Advisor I: Dr. Agung Nasrulloh Saputro, S.Pd. Advisor II: Eni Winarsih, S.Pd., M.Pd.

The rapid development of social media, particularly TikTok, has encouraged the emergence of language variation in the form of code mixing as part of communication strategies in digital humor. This phenomenon is worthy of investigation because it not only reflects the linguistic practices of multilingual communities but also has the potential to be utilized as contextual teaching material. This study aimed to identify the types of code mixing, analyze the functions of code mixing in Rafly Chaniago's TikTok content, and describe its implications for teaching anecdotal texts in Indonesian language subjects at SMK Negeri 1 Wonoasri. This study employed a qualitative approach using a descriptive method. The data sources consisted of utterances found in Rafly Chaniago's TikTok content and interview results with an Indonesian language teacher. Data were collected through documentation and interview techniques and analyzed using the stages of data reduction, data display, and conclusion drawing. The validity of the data was ensured through theory triangulation. The findings revealed that the types of code mixing identified based on language origin consisted of *inner code mixing*, *outer code mixing*, and *hybrid code mixing*. Based on their linguistic forms, the data included words, phrases, clauses, *baster*, reduplication, and idioms. The dominant functions of code mixing included emphasizing messages, creating a relaxed and humorous atmosphere, expressing social identity, serving argumentative purposes, conveying specific meanings, and persuading audiences. Furthermore, the findings indicate that Rafly Chaniago's TikTok content is relevant for use as teaching material for anecdotal texts because it contains elements of humor, social criticism, and language use that is closely related to students' daily lives.

Keywords: Code mixing, TikTok, anecdotal text, Indonesian language learning, teaching materials.