Abstract

The aims of this thesis entitled “Code Switching and Promotion of Artist Identity Used by Boy William on "Sarah Sechan" Program NET TV” are to find out types of code switching and to know the way code switching construct the promotion of artist identity on "Sarah Sechan" program NET TV. The researcher used descriptive qualitative method to analyze the data in this thesis. The data were collected by transcription of video which found from YouTube. The result shows that the dominant type of code switching used by Boy William is metaphorical code switching (83.33 %) and followed by situational code switching (16.66%).and the second finding was code switching used as strategy to construct the promotion of artist identity. The guest Boy William on "Sarah Sechan" program switch the language appeared to be showing himself as knowledgeable, competent, skilled and qualified person.

Key word: Code Switching Identity Promotion Of Artist