ABSTRACT

Code switching is unavoidable to be used in media information among bilingual or multilingual societies. Code switching used in magazine has definite reasons, which was analyzed by the writer. This study aims to find out the types and reasons of code switching used in *Cosmo Girl Indonesia* magazine, especially in *life* rubric. The writer used theory from Wardhaugh (2006) to analyze the types of code switching in *Cosmo Girl* magazine Indonesia. Meanwhile, the writer used theory from Hoffman (1991) to the analyze reasons of codes switching used in the magazine. Furthermore, the writer used qualitative method to analyze code switching in three editions of *Cosmo Girl Indonesia* magazine, namely October 2016 edition, November 2016 edition, and December 2016 edition. Based on the analysis, the writer finds that intra sentential code switching (69.2%) and inter sentential code switching (30.8%) are used in *Cosmo Girl Indonesia* magazine. Moreover, the result also found four reasons of code switching used in *Cosmo Girl Indonesia* magazine, such as talking about a particular topic (88.1%), interjection (6.3%), intention of clarifying the speech content for interlocutor (4.9%), and being emphatic about something (express solidarity) (0.7%). In conclusion, code switching in *Cosmo Girl Indonesia* magazine is intentionally used by the writers of article to make the articles more interesting and stylish. Moreover, it aims to emphasize the message and deliver the meaning of information clearly.

**Keywords:** code switching, Cosmo Girl, magazine, teen magazine.