

ABSTRACT

This research discusses the effect of using code mixing in content copywriting on Barenbliss' brand image on Media sosial @barenbliss_id. Code mixing, or mixing languages, has become a trend in digital marketing, especially in social media, because it is considered capable of attracting the attention of diverse audiences. This study aims to determine the extent to which the use of code mixing affects audience perceptions of the Barenbliss brand image, including aspects of modernity, proximity, and brand relevance to the target market. The method used was a quantitative approach with an online survey to followers of the @barenbliss_id media social account. The questionnaire was designed to measure audience perceptions of content that uses code mixing. The data was analyzed using linear regression to see the relationship between the use of code mixing and brand image. The results showed that the use of code mixing significantly improved Barenbliss' brand image in the eyes of the audience. Content with a mixture of Indonesian and English is considered more interesting, relevant, and reflects the modern character of the brand and is close to the younger generation. In conclusion, code mixing used in copywriting can be an effective tool to strengthen brand image on social media. This research provides insights for digital marketing practitioners in developing more engaging communication strategies for multilingual audiences.

Keywords: Brand Image, Code Mixing, Copywriting, Media Sosial