Abstract

This thesis discusses English used which appears in titles and headlines in local magazines. The writer chose *Cita Cinta* and *Fit* magazines as her sources of her analysis. The writer wanted to research what reasons that the writers' magazines did code switching on their writing by adopting English words. The writer did two kinds of field researches; interview and questionnaires. She interviewed Chief Editors of magazines which have been chosen, and then she analyzed the results. She also designed questionnaires that were distributed to the students of *Bina Nusantara* University. After having two kinds of researches, the results show that English used in local magazines are actually needed to be done in order to catch more attention from readers. The interview result shows, it is true that writers of magazines do code switching, in reason to have more concise layout. In fact, the readers said that English used has function to make the magazines more prestigious.

Key words: Code switching, English used, headline.
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