
CODE MIXING USE IN BIANCA KARTIKA'S YOUTUBE CHANNEL VIDEO

PROCEEDING
REINFORCING EDUCATION,
LANGUAGE, AND SOCIO-
CULTURE

Riza Fadhilah Ratna Dilla

*Institut Agama Islam Negeri (IAIN) Ponorogo, Indonesia.
E-mail: riza.dilla19@gmail.com*

ABSTRACT

Sociolinguistics is the study of the relationships between language and social beings. Everyone has a different style of language when they were interacting with one another. With the large of variety language styles they have, it allows them to mix or change the use of language when speaking to each other. Many people speak by mixing the use of their common language with their mother tongue, especially in communicating with people who are different in understanding the language. Mixing from one language to another, in the field of sociolinguistics is called Code Mixing. In the community, the use of Code Mixing has become commonplace. This happened to one of the Indonesian Youtuber named Bianca Kartika. Therefore this study focuses on code mixing that appears in Bianca Kartika's YouTube channel video. The purpose of this study was to determine the types of code mixing used in Bianca Kartika's Youtube channel video. This study used descriptive qualitative methods and used human research as the main instrument. In collecting the data, the researcher conducted documentation. In this study, the writer used content analysis which is focused on the analysis of code mixing types defined by Hoffman, and the results of the analysis on the YouTube channel analysis indicates that there are three types of code mixing.

Keywords: Sociolinguistics, Code Mixing, Bianca Kartika, YouTube

INTRODUCTION

A language is a tool used by humans to convey their speech, feelings, and thoughts in communication. In this modern era, many people can use more than one language. This phenomenon in the sociolinguistics phenomenon, which relates to language and society, where people can speak more than one language and some who can speak more than two languages are called "bilingualism" or "multilingualism". Bilingualism is someone who can speak two languages and then multilingualism is someone who can speak more languages (Astri and Fian 2020, 83).¹

The purpose of using two or more languages is to build good communication based on social factors in communication, such as the social context of interactions, topics, and communication functions. In Indonesia today, a phenomenon that is often and easy to find in everyday life is the phenomenon of "code-switching" and "code -mixing". Most of the use of "code-switching" and "code-mixing" occurs in the words of young people and community leaders. For example, "Kids jaman now" happens and viral in Indonesian, because for some people when they combine languages it will look more impressive.

¹ Zul Astri and Al Fian, "The Sociolinguistics Study on the Use of Code Mixing In Gita Savitri Devi's Youtube Channel Video," *SELTICS*, 2020, 83–92.

The purpose of this study is to present information about the types of code mixing used in Bianca Kartika's video YouTube channel. In this study, the writer looked for code mixing used on Bianca Kartika's video YouTube channel, especially for the types of code mixing which state by Hoffman's theory.

In this research, the writer discussed language study. Language is a part of communication, if there is no language then nothing can be said. The language used by people in revealing ideas, thoughts, feelings to other people (Astri and Fian 2020, 84).² Therefore, humans and language cannot be separated from each other, because everything related to what humans do is related to language. In linguistics, there is a branch that studies the relationship between humans and language called sociolinguistics.

Sociolinguistics is the study of the relationship between language and the local community. They were interested in explaining why humans speak differently in different social contexts, and they agreed to identify the social function of language and the way it is used to convey social meaning. They also examine how a person uses language in different social contexts and also provide a lot of information about how language works, as well as about the social relationships in society, and how someone conveys and constructs aspects of their social identity through their language.³ In addition, sociolinguistics is also referred to as the study of human daily life and how language is used in their conversations, such as the existence of norms, policies, and societal laws that discuss language.

Bilingualism is an individual who can use two languages in interaction with each other. According to Spolsky, bilingualism is an individual who has the ability to speak using two languages and has several functional abilities in mastering a second language. Richard said that a bilingual is someone who can master two languages with a certain degree of proficiency but usually the bilingual person has better knowledge in one language than in another language (Spolsky in Sukrisna 2019, 12).⁴ Apart from bilingualism, there is also multilingualism. Multilingualism is concerned with the use of more than two languages by speakers when communicating with others alternately.

In human interaction with each other, they usually use a code differentiator in the divergence fettle. Code is the language, variation, style, or language rule to change information, for example, a word or phrase to another form, but not necessarily of the same type. According to Wardhaugh, code is a particular dialect or a particular language that is used in every opportunity to communicate between two or more parties (Wardhaugh in Saputri 2020, 39).⁵

From the definition above, the writer concludes that the code can be said to be a language or a form of language variation used by someone to convey something when communicating. It means that the code is a signal used by the speaker to convey some message and in selection. The code is divided into two categories, namely, code switching and code mixing.

² Zul Astri and Al Fian, "The Sociolinguistics Study on the Use of Code Mixing In Gita Savitri Devi's Youtube Channel Video", 84.

³ Janet Holmes, *An Introduction to Sociolinguistics* (Routledge, 2013).

⁴ Agung Sukrisna, "An Analysis Of Using Code Mixing On Atta Halilintar's Video Youtube Channel" (PhD Thesis, UIN Raden Intan Lampung, 2019), 12.

⁵ SAPUTRI LILIK NUR HASANAH, "AN ANALYSIS OF CODE MIXING IN VIDEO MOTIVATION ON DEDDY CORBUZIER YOUTUBE CHANNEL" (PhD Thesis, UIN Raden Intan Lampung, 2020), 39.

Code switching is the use of multiple languages in words, phrases, and sentences even in a single paragraph.⁶ Hoffman in Hikmah (2020) states that code switching also involves the alternative use of two languages or linguistic varieties within the same utterance or during the same conversation.⁷

Code mixing is the use of other languages to mix utterances into a language. Code mixing occurs when a person uses the dominant language speaker. Mujiono and his friends have the view that code mixing is a communicative strategy in bilingual groups where colonies are able to speak using two languages during the conversation.⁸ Through the definition before, it can be concluded that code mixing is the ability of someone to mix languages when interacting with each other even though the conversation is still in the same situation.

According to Hoffman in Sukrisna (2019), he stated that there are three types of code mixing, namely as follow:⁹

1. Intra-sentential code mixing is the appearance of a phrase, clause, or sentence boundary in a conversation either verbally or in writing. For example, Indonesia – English.

Example:

A: Besok saya ada *final examination*, mata kuliahnya Miss Isti.

(Tomorrow I have the final examination, it is Miss Isti's courses)

B: Ehmm... Ya kamu harus *study hard* dong, supaya besok nilai kamu bagus.

(Ehmm... You should study hard, so your score will be good tomorrow)

From the example of the conversation between A and B above, it can be seen that the speakers A and B mix the language between Indonesia and English languages. Speaker A said "Besok saya ada *final examination*, mata kuliah Miss Isti" and speaker B answered "Ehmm.. Ya kamu harus *study hard* dong, supaya besok nili kamu bagus". So, it can be concluded that the mixing of code that they do in the conversation is called Intra-sentential code mixing because they mix languages in one sentence boundary.

2. Intra-lexical code mixing appears in a conversation when a speaker attaches word boundaries in their utterance, for instance, Indonesia – English.

Example:

Sari: Ayu, kamu sudah *menge-save* nomer WhatsApp saya belum?

(Ayu, have you saved my WhatsApp number?)

Ayu: Belum Sari, kamu juga belum *nge-follow* Instagram saya.

(Not yet Sari, you have not followed my Instagram)

Based on the example of the conversation above, it can be said that the conversation between the two speakers (Sari and Ayu) are types of code mixing in intra-lexical code mixing because the first speaker (Sari) adds the word "save" with "menge" and the second speaker (Ayu) says "nge-follow" whereas it should be "follow". So, it can be

⁶ Masitowarni Siregar, Syamsul Bahri, and Dedi Sanjaya, "Code Switching and Code Mixing in Indonesia: Study in Sociolinguistics," *English Language and Literature Studies* 4, no. 1 (2014), 78.

⁷ Miftahul Hikmah, "INDONESIAN-ENGLISH CODE MIXING USED IN NESSIE JUDGE YOUTUBE CHANNEL," 2020, 10.

⁸ Agung Sukrisna, "An Analysis Of Using Code Mixing On Atta Halilintar's Video Youtube Channel", 23.

⁹ Ibid., 24.

concluded that the first and the second speakers mix the language between Indonesian and English language at the word level and it is called intra-lexical code mixing.

3. Involving a change of pronunciation, this type of code is a type of code mixing that occurs at the phonological level, which means that when Indonesians speak in English, the words they say have been modified into the Indonesian phonological structure. For example, the word “hello” becomes “halo” or the word “television” becomes “televisi”.

In analyzing Bianca Kartika’s YouTube channel video, the writer looked for the types of code mixing based on Hoffman’s theory. There is a lot of sociolinguistics that clarified the types of code mixing, but in this case, the writer proposed Hoffman’s theory which according to the writer of the theory has reflected all the theories.

METHOD

To help and complete this final project, the writer conducted descriptive qualitative research, since the writer collected the data, analyzed the data, and conducted the data that had been analyzed. Gunawan (2019) in Astri and Fian (2020) states that qualitative research is a kind of research without statistical procedures or other forms of calculation.¹⁰

The writer used purposive sampling in choosing the video. The chosen video contains knowledge about “A DAY IN MY LIFE – REALITA PUASA SEBAGAI MAHASISWA MUSLIM – LIFE IN KOREA”. Then the writer used the documentation method to collect the data, then analyzed the data by applying content analysis. Data collection was carried out by the writer, then the writer analyzed the data to obtain research results.

According to Leedy & Ormrod (2015) in Astri and Fian (2020), they stated that content analysis is an elaborated and efficient assessment of the substance of an explicit set of textures to separate examples, subjects, or inclinations.¹¹ Content analysis is normally done on human correspondence structure. For example books, papers, individual diaries, official records, films, TV, art, music, and human interaction video. Therefore, the writer employed content analysis in the data analysis technique then the writer analyzed the video and after that read the written transcripts that the writer has written.

FINDING AND DISCUSSION

FINDING

Based on the data collection process from the data sources on Bianca Kartika’s YouTube channel video, the writer found that in Bianca Kartika’s YouTube channel video there are three types of code mixing. The finding shows in the following table:

Table 1. The types of Code Mixing Used in Bianca Kartika’s YouTube Channel Video

No.	Time	Sentences	English Translation	Types of Code Mixing
1.	00:41	Ini nasi instannya tinggal <i>di-microwave</i> gitu.	Just microwave this instant rice	Intra-lexical code mixing

¹⁰ Zul Astri and Al Fian, “The Sociolinguistics Study on the Use of Code Mixing In Gita Savitri Devi’s Youtube Channel Video,” 88.

¹¹ Zul Astri and Al Fian, “The Sociolinguistics Study on the Use of Code Mixing In Gita Savitri Devi’s Youtube Channel Video,” 88.

2.	05:21	Guys karena aku ada paket sekarang kita <i>unboxing</i> yuk.	Guys, because I have a package now let's unbox it.	Intra-sentential code mixing
3.	05:37	Nggak <i>ilang</i> sih so far	It is not lost so far	Involving a change of pronunciation
4.	08:57	Disini tempenya yang <i>frozen</i> gitu.	Here the tempeh is frozen.	Intra-sentential code mixing
5.	13:37	Jadi aku sekarang mau <i>mereview</i> pelajaran aku hari ini	So now I want to review my lesson today	Intra-lexical code mixing
6.	14:58	Guys aku tadi udah selesai solat <i>teraweh</i>	Guys, I just finished praying tarawih	Involving a change of pronunciation

Sub Findings

The table above showed Bianca Kartika's code mixing in her video. From the table of analysis results by using Hoffman's theory, it can be seen that Bianca Kartika's YouTube video shows the code mixing used by Bianca Kartika when communicating on her video. The writer found the code mixing data used by Bianca Kartika, and the data consisted of intra-sentential code mixing, intra-lexical code mixing, and involving a change of pronunciation. Based on the findings, it can be concluded that the number of types of code mixing used by Bianca Kartika is the same between intra-sentential code mixing, intra-lexical code mixing, and involving a change of pronunciation.

There are three types of code mixing used in Bianca Kartika's YouTube channel video, they are intra-sentential code mixing, then intra-lexical code mixing, and the last is involving a change of pronunciation.

DISCUSSION

Based on the findings above, the writer concludes that the type of code mixing that appears and is used in Bianca Kartika's video are intra-sentential code mixing, intra-lexical code mixing, and involving a change pronunciation. The number of the types of code mixing used by Bianca Kartika from the three types is the same. Related to Hoffman's theory, the data can be seen from the classification of the data below:

1. Intra-sentential Code Mixing

Intra-sentential code mixing is the appearance of a phrase, a clause, or a sentence boundary in someone's utterance in a conversation.

a. Word

Words are the smallest elements that can be pronounced separately for a practical purpose or sense. Words can be classified into several types, such as verbs, nouns, adjectives, and others. Based on the finding of the data in the video, the writer found two data in word construction. These data are indicated as word constructs which are divided into nouns, and adjectives.

1) *Guys karena aku ada paket sekarang kita unboxing yuk.*

Related to the type of intra-sentential code mixing, in Bianca Kartika's video she inserted the word "**unboxing**" in her utterance. The word

“unboxing” in Indonesian language means **“membuka kemasan”**. Based on Hoffman’s theory, the word **“unboxing”** is intra-sentential code mixing, and the word came out on Bianca Kartika’s utterance at 05:21 minutes.

2) *Disini tempennya yang frozen gitu.*

The data above shows the intra-sentential type of code mixing, in Bianca Kartika’s video, she inserted the word **“frozen”** in her utterance. The word **“frozen”** in Indonesian language means **“beku”**. Based on Hoffman’s theory, the word **“frozen”** is intra-sentential code mixing, and the word came out on Bianca Kartika’s utterance at 08:57 minutes.

2. Intra-lexical Code Mixing

This type occurs when someone attaches a word boundary in their utterance.

a. Prefix

Prefixes are affixes that are added or put on a word to create a new series of words but with a different meanings in providing information. Each prefix has a different meaning, when the prefix is added to the root word, the prefix will change the meaning of the word into a new word that has been added, and the prefix is an affix that is placed at the beginning of the root word.

1) *Ini nasi instannya tinggal di-microwave gitu.*

Related to the intra-lexical type of code mixing, in Bianca Kartika’s video she attached the Indonesian affixation **“di”** before the word **“microwave”**. The word **“di”** functions as the prefix, and **“microwave”** is the original word so that it became intra-lexical of **“di-microwave”**. In the Indonesian language, the word **“di-microwave”** means **“dioven”**. So the word **“di-microwave”** is intra-lexical code mixing based on Hoffman’s theory, and it came out on Bianca Kartika’s utterance at 00:41 minutes.

2) *Jadi aku sekarang mau me-review pelajaran aku hari ini.*

The data above shows that there is a prefix **“me”** at the beginning of the word **“review”**. It happens when the English word mixes with the Indonesian affixation of that prefix. In Bianca Kartika’s video, she attached the Indonesian affixation **“me”** before the word **“review”**. The word **“me”** functions as the prefix, and **“review”** is the original word, and it became intra-lexical of **“me-review”**. In the Indonesian language, the word **“me-review”** means **“meninjau”**. The word **“me-review”** is intra-lexical of code mixing based on Hoffman’s theory, and it came out on Bianca Kartika’s utterance at 13:37 minutes.

3. Involving a Change of Pronunciation

This type of code mixing occurs at the phonological level. It means, when Indonesian people speak in another language for example in English, the word that they say have been modified to Indonesian phonological structure, it could be the other way around or modified in another language.

a. Indonesian is modified to Manado

1) *Nggak ilang sih so far.*

Related to involving a change of pronunciation in Bianca Kartika's YouTube channel video, she modified the Indonesian language from the word "hilang" to the Manado language to the word "ilang". From these data, it can be concluded that Bianca Kartika has changed the natural phonological structure of Indonesian "hilang" to Manado to "ilang". In the Indonesian and Manado language the words "hilang" and "ilang" both have the meaning "hilang". So, based on Hoffman's theory, the word "ilang" is involving a change of pronunciation of code mixing, and it came out on Bianca Kartika's utterance at 05:37 minutes.

b. Indonesian is modified to Javanese

2) *Guys aku tadi udah selesai salat teraweh.*

The data above shows that there is language modification in Bianca Kartika's YouTube channel video. In her video, she modified the Indonesian language from the word "tarawih" to the Javanese language becomes "teraweh". From these data, it can be concluded that Bianca Kartika has changed the natural phonological structure of Indonesian "tarawih" to Javanese becomes "teraweh". In Indonesian and Javanese language the words "tarawih" and "teraweh" both have meaning "salat sunah pada malam hari saat bulan puasa Ramadan". So, the word "teraweh" is involving a change of pronunciation of code mixing based on Hoffman's theory, and it came out on Bianca Kartika's utterance at 14:58 minutes.

Based on the data that has been obtained above, various types of code mixing are found in Bianca Kartika's YouTube channel video.

CONCLUSION

By analyzing the result of this study, the writer found some of the codes mixing on Bianca Kartika's YouTube channel video. The types of code mixing were analyzed by applying Hoffman's theory. The types of code mixing from this study were in the form of intra-sentential code mixing, intra-lexical code mixing, and involving a change of pronunciation.

From the research results that have been discussed above, it can be concluded that in the video, data is found showing that Bianca uses code mixing several times it is pronounced in the video. The data above also shows that Bianca Kartika uses intra-sentential code mixing, intra-lexical code mixing and also involves change pronunciation changes, and from the three types of code mixing, she uses the three types equally.

Based on these conclusions, the writer only researched the type of code mixing used by Bianca in its videos. Since this study only examines the use of the types of code mixing, the writer suggests further research to examine the factors that influence a person to use code mixing. This needs to be done to see why someone is using code mixing.

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