



INDONESIAN-ENGLISH CODE MIXING FOUND IN WARDAH BEAUTY YOUTUBE CHANNEL

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Abstract

This study deals with the analysis of code mixing phenomenon found in Wardah Beauty YouTube channel on a special episode called *Heart to Heart with Dewi Sandra*. This study aims to identify the types and reasons of code mixing found in Wardah Beauty YouTube channel. The theory from Hoffman (1991) is applied to analyze the data. In achieving the objectives, the descriptive qualitative method is used to analyze the data. In collecting the data, this study uses observation and note-taking techniques. The data were taken from the Wardah Beauty YouTube channel videos from August 2019 to May 2021. Meanwhile, the data analysis in this study was presented using the informal method. The dominant type found in this study is intra-sentential code mixing, and the lowest occurrence was obtained by involving a change of pronunciation. Meanwhile, talking about a particular topic becomes the most frequent reason of code mixing found in this study.

Keywords: *code, code mixing, YouTube.*

Abstrak

Penelitian ini membahas tentang analisis fenomena campur kode yang terdapat di kanal YouTube Wardah Beauty pada episode spesial berjudul *Heart to Heart with Dewi Sandra*. Penelitian ini bertujuan untuk mengidentifikasi jenis dan alasan campur kode yang terdapat di kanal YouTube Wardah Beauty. Teori dari Hoffman (1991) digunakan untuk menganalisis data. Dalam mencapai tujuan tersebut digunakan metode deskriptif kualitatif untuk menganalisis data. Dalam pengumpulan data, penelitian ini menggunakan teknik observasi dan mencatat. Data diambil dari video di kanal YouTube Wardah Beauty pada Agustus 2019 hingga Mei 2021. Sedangkan analisis data dalam penelitian ini disajikan dengan menggunakan metode informal. Tipe dominan yang ditemukan dalam penelitian ini adalah campur kode intra-sentential, dan kemunculan terendah diperoleh dengan melibatkan perubahan pengucapan. Sementara itu, membicarakan topik tertentu menjadi alasan yang paling sering ditemukan dalam campur kode dalam penelitian ini.

Kata kunci: *kode, campur kode, YouTube.*

Introduction

Language is a significant component to interact with each other. People are able to utilize language for communication, to give and also receive information to others. In the whole world there are so many languages that people can utilize to interaction. When people doing interaction in society the used language to easily convey their message. Therefore, it can be said if language is closely linked with society and the study which discusses about the relation between language and society called sociolinguistics. Trudgill (1974) claims that sociolinguistics is a part of linguistics as a social and cultural phenomenon that is concerned with language.

Nowadays, people not only able to speak one language, they are able to used two languages or even more when they are speaks. The phenomenon of using two different languages is called bilingual. Adams (2003) claims that bilingual is the way people of using two languages alternately. Bilingual people has ability to mix their language when they are speaks. The ability of mixing the languages is called code mixing. According to Wardhaugh (2006), code mixing is the phenomenon that happens in the middle of a conversation or during a single speaker's turns. Code mixing currently becomes a trend in society, moreover also popular on social media platforms such as YouTube. People utilize YouTube as a tool to get information or to get entertainment. One of the Indonesian actresses that frequently uses two languages and mix her language, especially from Indonesian to English when she speaks is Dewi Sandra. Recently, she is not only active on television, but she is also active as a presenter on YouTube. She became a presenter on the Wardah Beauty YouTube channel in a special episode called *Heart to Heart with Dewi Sandra*. This special episode tells about sharing life experiences with several Indonesian female celebrities. When she interviews her guest, she often mixes her language from Indonesian to English in her utterance.

Five previous studies that are related to this study are chosen to be reviewed. The previous study those are; first the study was written by Nalantha, Suwastini, Susanthi, Wiraningsih, and Artini (2021) entitled "*Intra-Sentential and Intra-Lexical Code Mixing in Nessie Judge's YouTube Video Entitled 'Lagu Populer + Pesan Iblis Tersembunyi'*". This study aimed to analyze the code mixing types found in Nessie Judge's YouTube Video Entitled "*Lagu Populer + Pesan Iblis Tersembunyi'*" applied the theory from Hoffman (1991). The result from this previous study found two types of code mixing namely, intra-sentential and intra-lexical. Intra-sentential becomes the highest type of code mixing used by Nessie Judge with 53 total data. The comparison between the previous study with this study is the previous study only focused on analyzing the code mixing types, while this study focused on analyzing the types and reasons of code mixing.

The second study was written by Meigasuri and Soethama (2020) entitled "*Indonesian-English Code Mixing in Novel Touchè by Windhy Puspitadewi'*". This study aimed to find out the code mixing types, identify word class categories, and explain the factors of using code mixing. This previous study applied some theories such as; the theory from Muysken (2000) to analyze the code mixing types, the theory from Robert D. Van Valin Jr. (2001) to categorize the word classes, and the theory from Bhatia and Ritchie (2013) is used to analyze the factors of code mixing.

The result of this study showed there are 85 data of code mixing had been collected, it was found 39 data are insertion code-mixing, 36 data for alteration code mixing-, and 10 data for congruent lexicalization. The comparison between Meigasuri and Soethama study with this study is the previous study only focused on analyzing the code mixing types, word class categories, and the factors of using code mixing, while this study focused on analyzing the types and reasons of code mixing.

The third study was written by Lubis (2021) entitled “*Code Mixing Analysis Found in Aplaus Magazine.*” The focuses of his study are to analyze the components of language used in code mixing and to find out dominantly components occurs in Aplaus magazine by applied the theory from Suwito (1985). The descriptive qualitative method was used to analyze the data in this study. The result of Lubis’s study showed in the class of word there are 56 data for nouns, 5 data for verbs, 2 data for adjectives, and 1 data for interjection. Meanwhile, from the class of word in phrase there are 16 noun phrases, 13 adjectives phrases, 2 adverb phrases, and 1 prepositional phrase. The comparison between Lubis’s study with this study is this study analyzed the components of language and the dominant components used in code mixing, while this study focused on analyzing the types and reasons of code mixing.

The fourth study to be reviewed was written by Siahhan and Johan (2020) entitled “*The Study of Code Mixing on Melaney Ricardo’s Video YouTube Channel: Sociolinguistics Approach.*” The previous study aimed to find out the code mixing types and the dominantly type used by Melaney Ricardo in her YouTube channel. This previous study applied the theory from Hoffman (1991) to analyze the data. The result of the study showed there are 20 data for intra-sentential, intra-lexical 8 data, and 2 data for involving a change of pronunciation. The comparison between Siahhan and Johan study with this study is in focuses of analysis. Siahhan and Johan study focused on analyzing the code mixing types and the dominant type used, while this study focused on analyzing the types and reasons of code mixing.

The last related study was written by Mulyajati (2017) entitled “*The Indonesian-English Code Mixing in Just Alvin Show at Metro TV*”. The previous study aims to analyze the types of code mixing and syntactic units mixed in the Just Alvin at Metro TV. The results showed that three types of code mixing were found: insertion, alternation, and congruent lexicalization. Meanwhile, the syntactic units mixed in the conversation involve words, phrases, and clauses. The comparison between Mulyajati’s study with this study are Mulyajati’s study focused on analyzing the types of code mixing, and syntactic units are mixed, while this study focused on analyzing the types and reasons of code mixing.

Code mixing is an interesting topic to be examined in sociolinguistics. Code mixing is chosen as a topic in this study because most people, especially Indonesian, can speak more than one language. Therefore, combining languages is often done intentionally or unintentionally. This study used YouTube as a data source because nowadays, YouTube is one of the most popular social media in all generations. Moreover, Wardah Beauty YouTube channel on special episode *Heart to Heart with Dewi Sandra* is an interesting episode on YouTube because it can inspire many women, especially Indonesian women. This study is very useful in improving

readers' knowledge of using code mixing in society or social media. This research examines how code mixing is used in discussing Indonesian female celebrities' life journeys. Furthermore, this study aims to find out the types and analyse the reasons for used code mixing found in Dewi Sandra utterances as the Wardah Beauty YouTube channel presenter on a special episode called *Heart to Heart with Dewi Sandra*.

Method

The data in this study were taken from the Wardah Beauty YouTube channel on a special episode called *Heart to Heart with Dewi Sandra*. The data were classified and analyzed based on the theory of code mixing from Hoffman (1991). Eight videos from August 2019 to May 2021 were selected to analyse in this study because there were lots of code mixing used by Dewi Sandra in her utterance on those eight videos. This YouTube channel was chosen because the genre of this YouTube channel is different from other channels, especially the episode *Heart to Heart with Dewi Sandra*. This episode talks about the life journey of Indonesian female celebrities that can inspire women in Indonesia, different from other YouTube channels that talk about daily life and random topics. This study applies the descriptive qualitative method to analyze the data. The qualitative method is applied to describe the data in detail by using explanations according to the theory used in this study and obtaining a complete result. The observation method was used for collecting data in this study. The technique of collecting data is done by taking notes to sort and classify them into the types and reasons of code mixing. The first step in collecting the data is watching the the Wardah Beauty YouTube channel Episode *Heart to Heart with Dewi Sandra* videos, second taking note and transcribing the utterance from the videos, third identifying the data by reading the transcript, the last classify the data based on the types and reasons of code mixing that was found in the videos.

Result and Discussion

To show the result of this study, in discussion session the data was analyzed based on the theory of code mixing from Hoffman (1991) to analyzing three types of code mixing, namely; intra-sentential, intra-lexical, and involving a change of pronunciation. Meanwhile to analyze the reasons of code mixing, this study applied the theory from Hoffman (1991) and only found four reasons of code mixing there are; talking about particular topic, being emphatic about something, interjection, repetition used for clarification, and expressing group identity. There are 8 data were

analyzed in this study consist of 4 data of intra-sentential, 2 data of intra-lexical, and 2 data of involving a change of pronunciation.

Intra-Sentential Code Mixing

Data 1

*Itu justru dipertanyakan lagi, **because** ini agama luas banget ilmunya.*
(It should be questioned again because this religion is very knowledgably).

(Episode: Miracle in Hajj Dewi Sandra, May 1st 2021, 4.10-4.15)

The data above shows that Dewi Sandra used code mixing in her utterance. She inserted the English word “because” in the middle of her utterance, which means “*karena*” in Indonesian. This data can be categorized as **intra-sentential** code mixing because showing a clause boundary in an utterance. Dewi Sandra used the English word “because” to draw attention from the listener about her statement and gain attention to her reason from the statement before. Based on Hoffman (1991) this is called interjection as one reason for code mixing. Here Dewi Sandra talks with the guest about her Hajj journey. She may use code mixing in her utterance because of the condition when she speaks some words, not in her native language.

Data 2

*Itu dua hal yang paling **powerful** banget.*
(Those are the two most powerful things)

(Episode: Ups and downs Dinda Hauw, April 23th 2021, 16.05-16.08)

The English word “powerful” used by the speaker in the utterance above can be categorized as **intra-sentential** code mixing because it happened within clause boundary in an utterance. The utterance above shows that Dewi Sandra inserted an English word in the middle of her utterance. She mixes her language with the English word “powerful” which means “*kuat*” in Indonesian. Here Dewi Sandra used code mixing to express her feeling about something. Based on the theory from Hoffman (1991) about the reasons of people using code mixing, this reason is used when someone speaks not in their native language to convey their empathetic feeling about

something. Here, Dewi Sandra uses English words because she lacks knowledge of the word “powerful” in Indonesian.

Data 3

*Yang kamu katakan adalah, kita harus menghadapi **insecurities** kita.*
(Thing that you are saying is, we have to face our insecurities).

(Episode: Tatjana dan Kisahnya, August 26th 2019, 9.18-9.27)

The data above is categorized as **intra-sentential** code mixing, because it shows sentence boundary in an utterance. The data above shows the insertion of the English language in Dewi Sandra’s utterance. She inserted the English word “insecurities” which means “*rasa tidak aman*” in Indonesian. This utterance happened when she wanted to repeat the guest’s statement before about the insecurity. The utterance above used by the speaker to repeat the previous statement and make a clarification to the listener. Based on the theory from Hoffman (1991), this reason of code mixing is called repetition used for clarification. Dewi Sandra mixed the language to repeat and clarify the topic of discussion at the end of the interview session with the guest.

Data 4

*Mas Bram, **I miss him**, kamu kangen dia?*
(Brother Bram, I miss him, do you miss him?)

(Episode: Long way journey Cut Meyriska, April 17th 2021, 2.40-2.44)

The utterance in the data above can be categorized as **intra-sentential** code mixing, because it occurs in clause boundary. The data above shows that Dewi Sandra mixes her language with English in the middle of her utterance. She inserted the English language “I miss him” which means “*aku rindu dia*” in Indonesian. Here Dewi Sandra talks about her guest about their experience when they had shooting together. Based on the theory of Hoffman (1991) about the reasons people mixes their language, the utterance “I miss him” in the data above is categorized as being emphatic about something. Dewi Sandra mixes her language in the utterance to express her feeling if she misses someone that has passed away.

Intra-Lexical Code Mixing

Data 5

Thank you *banget* **sharing-nya**
(Thank you so much for sharing)

(Episode: Miracle in Hajj Dewi Sandra, May 1st 2021, 21.55-21.59)

The utterance in the data above shows that Dewi Sandra mixes her language with English and Indonesian. She used English at the beginning and last sentence of her utterance. Dewi Sandra uttered the word “sharing-nya” which indicates an English word with adding suffix “-nya”. The English word “sharing” in Indonesian means “*berbagi*”. The code mixing type used in the utterance above is **intra-lexical** because the speaker mixes the language by modifying the lexical type and the word level. Based on the theory from Hoffman (1991) about the reasons of using code mixing, the data above can be categorized as talking about a particular topic. The particular topic that talks between the presenter and the guest in the utterance above is about sharing experiences when in Hajj.

Data 6

Karena ini ber-impact langsung dan gue berharap semua perjalanan lo dalam menemukan kenikmatan iman dan islam itu tetap bisa dibagikan ya.

(Because this has a direct impact, and I hope that all of your journeys in finding the pleasures of faith and Islam can still be shared)

(Episode: Miracle in Hajj Dewi Sandra, May 1st 2021, 22.00-22.13)

The data above shows that Dewi Sandra mixes her language from Indonesian to English in the middle of her utterance. She uttered the word “ber-impact” which consists of the English word “impact” with adding prefix “-ber”. The English word “impact” in Indonesian means “*dampak*”. The utterance above can be categorized as **intra-lexical** code mixing because it modified the lexical and the word level when the speaker speaking. The utterance “ber-impact” that occurred in the data above used by the speaker to talk about some particular topic with the guest. Based on the theory from Hoffman (1991) about the reasons of code mixing, the utterance above can be categorized as talking about a particular topic. The particular topic that Dewi Sandra has talked above is “impact”, she talks to the guest that she get an impact from the guest experience in Hajj.

Involving a Change of Pronunciation

Data 7

Oke ta, *karena kita setuju* it's okay to be imperfect
(Okay ta, because we agree it's okay to be imperfect)

(Episode: Tatjana dan Kisahnya, August 26th 2019, 15.40-15.43)

From the data above, it can be seen that there is a change of pronunciation in the English word “okay” become “oke”. The data above can be categorized as involving a change of pronunciation. Dewi sandra uttered the word “oke” when starting her utterance, which the correct spelling is “okay”. This word pronounced should be “/ˌoʊˈkeɪ/” however, Dewi Sandra pronounced “/ˌoʻke/”. Based on the theory from Hoffman (1991) about the types of code mixing, the data above is categorized as involving a change of pronunciation because when the speaker pronounced a word in English the pronunciation is changed to Indonesian phonological structure. The reason of using the exclamation “*oke*” in the data above can be categorized as interjection, because the speaker wants to convey her intense emotion and to draw attention to the listener if she wants to conclude the discussion.

Data 8

Di **event** yang paling besar, percaya gak? Agus di-Acc visanya, gue enggak sama sekali.

(In the biggest event, believe it or not? Agus was granted his visa, I didn't at all)

(Episode: Miracle in Hajj Dewi Sandra, May 1st 2021, 9.49-9.55)

The data above was taken when Dewi Sandra uttered the word “event” but with the wrong pronunciation. She pronounced the word event with /ˈi:vn/ meanwhile the correct way to pronounce is /ɪˈvent/. Therefore the data above is categorized as involving a change of pronunciation because when she pronounced a word in English, it changed to Indonesian phonological structure. Based on the theory from Hoffman (1991) about the reasons people mix their language, the data above can be categorized as the reason of talking about a particular topic. Dewi Sandra mixes her language to talk about some particular topic. She talks with the guest about her experience preparing the files before leaving for hajj.

Conclusion

This study is focused in analyzing the code mixing phenomenon in Wardah Beauty YouTube channel on special episode *Heart to Heart with Dewi Sandra* by using the theory from Hoffman (1991) about the types of code mixing, namely; Intra-sentential, intra-lexical, and involving a change of pronunciation. Meanwhile, for the reasons of code mixing the theory from Hoffman (1991) was applied, and there are seven reasons people mixes their language namely; talking about particular topic, being emphatic about something, interjection, repetition used for clarification, expressing group identity, intention of clarifying the speech for interlocutor, and quoting somebody else. Based on the discussion above, the researcher found three types of code mixing namely; intra-sentential, intra-lexical, and involving a change of pronunciation. The most dominant type that occurs in the data source is intra-sentential with 45 total data. Meanwhile, for the reasons of code mixing in the data only found five reasons of using code mixing namely; talking about particular topic, being emphatic about something, interjection, expressing group identity, and repetition used for clarification. The dominant reason of code mixing found in the data is talking about particular topic with 33 total data.

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