

CODE MIXING UTTERED BY CINTA LAURA AND MAUDY AYUNDA FOUND IN PUELLA ID YOUTUBE CHANNEL

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Abstract

The aim of this study is to identify the types of code mixing utilized in the episode "Bicara Cinta" in Cinta Laura's Puella ID YouTube channel's. The data were taken from Cinta Laura's Puella ID YouTube channel's "Bicara Cinta". This study used observation and descriptive qualitative technique by method watching the video, listening to the conversation in the video and taking notes. For collect the results of the study used theory from Muysken (2000:3) to analyze several types of code mixing. The results of this study showed that insertion code mixing was the types of code mixing that occurred most frequently, whereas alternation were the types of code mixing that occurred least frequently. There were 62 data found in all, including 48 (77%) insertion code-mixing types, 3 (5%) alternation code mixing, and 11 (18%) congruent lexicalization.

Keywords – *Code mixing, Youtube channel, Types of code mixing*

Introduction

Language is a tool that humans use to interact with one another to comprehend information or messages that must be conveyed in society, either directly or indirectly. The daily encounters that people have with one another demonstrate the link between these two objects. According to (Wardhaugh & M. Fuller 2015), sociolinguistics is the study of language usage in daily life, including how it is used in casual conversations and the media we are exposed to, as well as the presence of society norms, laws, and regulations dealing with language. Sociolinguistics is a discipline of linguistics that investigates language as a social and cultural phenomenon using Trudgill's (1974) approach.

The majority of people nowadays can communicate in two or more languages in addition to their home speech. The use of two different languages is referred to as being bilingual. According to Sumarsih (2014), multilingual persons commonly switch between two languages. Bloomfield is also addressed in Chaer and Agustina (2010). The capacity to speak fluently in two languages is referred to as bilingualism. Thus, bilingualism is defined as the use of two languages in a conversation with a speaker of a different language. Multilingualism refers to the practice of speaking many languages. People increasingly mix languages since the two linguistic symptoms are the norm in society. The ability to combine languages is referred to as code mixing. Wardhaugh (2006) defines code mixing as a phenomenon that occurs in the middle of a conversation or during the turns of a single speaker. Code mixing is becoming increasingly popular in society, as well as on social media sites such as YouTube. A lot of

YouTubers talked more than one language or mixed languages on their channel, for example, from English to Indonesian, then local language, or anything else. Furthermore, several YouTube accounts employ English to make themselves more enticing and interesting to viewers. One of the Indonesian actresses that frequently uses two languages and mix her language, especially from Indonesian to English when she speaks is Cinta Laura and Maudy Ayunda. Both are known as Indonesian artists who received education abroad, Cinta Laura and Maudy Ayunda have the ability to speak more than one language and often mix codes in conversations. Not only smart in the world of education but they both also have talent in acting and singing. Their voice and accent sound like a combination of English and Indonesian likeness is more easily recognizable because of this characteristic. Not only being a guest star on a talk show, Cinta Laura now also has her own YouTube channel and often invites guest stars to talk on her YouTube channel. So, in episode “Bicara Cinta” on the YouTube channel, Puella ID Cinta Laura talked about “*Kuliah Ke Luar Negeri Itu Perlu Gak Sih?*” with the guest star Maudy Ayunda. They often mix between Indonesian and English during conversations. This study concentrates on several types of code mixing performed by Cinta Laura and Maudy Ayunda on the Cinta Laura youtube channel in episode “Bicara Cinta entitled “*Kuliah Ke Luar Negeri Itu Perlu Gak Sih?*”.

Five previous studies that are related to this study are chosen to be reviewed. The previous study those are; first the study written by Gelgel (2022) entitled “An Analysis of Code-Mixing Used by Livy Renata and Gabriel Prince in A Vlog Video on Livy Renata’s YouTube Channel”. The purpose of this study was to determine the extent of code-mixing in the utterances of Livy Renata and Gabriel Prince. The data studied originates from a YouTube video made by Livy Renata in June 2022. Suwito's (1983) theory is used to assess this data. This study demonstrates that the utterances transmitted by Livy Renata and Gabriel Prince may be classified as Word Level, Phrase Level, Baster Level, and Clause Level, with no data indicating that the utterances are classified as Reduplication or Repetition Level or Idiom Level.

The second research was named “Code mixing analysis used in Ria SW youtube channel” and was written by Kuswardani et al (2022). The purposes of this study are to define the various types of code mixing and to analyze how social factors impact code mixing use on the Ria SW YouTube channel. The data was analyzed using a descriptive qualitative research technique. The theory employed, which was based on Hoffman's (1991) theory for assessing the various kinds of code mixing and Weinreich's (1963) theory for evaluating the code mixing components, was provided by the author. The findings show that there are several types of code mixing: intra-sentential code mixing (about 132 data points or 75% of all code mixing); lexical code mixing (about 30 data points or 17% of all code mixing); and code mixing involving a change in pronunciation (about 14 data points or 8% of all code mixing). Because the speaker inserts English phrases in the midst and conclusion of the talks, intrasentential code mixing is very prevalent on the Ria SW YouTube channel. Furthermore, five social elements contribute to code mixing: low frequency words (138 data points, or 78%), oversight (21 data points, or 12%), synonyms (8 data points, or 5%), pernicious homonyms (6 data points, or 3%), and social value (3 data points, or 2%). A low frequency word is the most significant cultural element affecting the adoption of code mixing in Ria SW Youtube Channel because the term or phrase in English is easy to remember and has a consistent meaning.

The third study was written by Setyowati et al (2022) entitled “Code Mixing Phenomenon In Youtube Video A Case Study Of Pita’s Life Account”. The purpose of this research is to understand about the many forms and causes of code mixing in Pita's YouTube videos. The goal of this study was to use a qualitative approach to uncover the types and causes

for code mixing in Pita's Life Account YouTube video. In this study, code mixing theories given by Holmes (2013), Muysken (2000), and Hockett (1958) are applied. The results of the study demonstrates that data from various forms of phrase and word insertion, alternation, and congruent lexicalizations were identified for the code mixing analysis. The study also discovered some information on the need-fulfilling and prestige-fulfilling motives.

The fourth study was written by Sukamto and Idayani (2023) entitled "English-Indonesian Code Mixing Used by Sandiaga Uno's Speech in Youtube". The goal of this study was to figure out the structure and function of Sandiaga Uno's English-Indonesian code mixing in a YouTube speaking video. Based on Creswell's theory, the descriptive qualitative strategy used in this study was Sugiono's documentation-based data gathering technique. In response to each point stated by Sandia Uno, this research illustrates the many types and purposes of code mixing, including the usage of code mixing in words, phrases, hybrids, word reduplication, idioms, and clauses. The study identifies a few applications for code mixing in Sandiaga Uno. The study identifies a few relevant code mixing applications in Sandiaga Uno. They are as follows: the incentive to experience need, the provision of further knowledge, and the expression of one's emotions. In this study, 146 data points were identified in voice films that blended Indonesian and English. The researcher observed that word insertion resulted in the greatest proportion (32,10%). Second, the percentage of phrase rate insertion was (29,40%). Third, the incorporation of hybrid proportion (4.10%) It possessed the lowest proportion of code mixing. The insertion of word reduplication rate (4,70%) follows. Following that is the proportion of idiomis insertion (8,20%). The proportion of clause insertion is the last (21, 20%).

The last related study was written by Nainggolan et al (2023) entitled "An Analysis Of Code Mixing In Qania Fanani Youtube Channel". The purposes of this study are to 1) identify the prevalent form of code mixing and 2) determine the primary reason that drove Qania Fanani to employ code mixing. A descriptive qualitative technique was adopted in this investigation. Hoffman (1991:116), that explained the factors which result in code mixing, and Muysken's (200:1) theory were both employed in this study to analyze the varied types of code mixing. The findings of the study showed that Qania Fanani employed various types of code mixing in video "Q and A kuliah di Amerika". 42 insertions (65,63%), 12 alternations (18,75%), and 10 congruent lexicalizations (15,62%) were found in the corpus. In her video, Qania Fanani mostly employed insertion as a code mixing technique since she lacked vocabulary and wanted to attract people. The study then identified a component that contributes to code mixing. 51 utterances discussing a specific topic (53,69), 11 utterances emphatic about something (11,58), 1 interjection (1,05%), 16 utterances with the intention of clarifying the speech content for the listener (16,84%), 7 utterances repetition used for clarification (7,37%), and 9 utterances expressing group identity (9,47%) are all contributing factors. The main reason Qania Fanani utilized code mixing in her video was to explain a certain issue.

Methods

This study collected data using a qualitative descriptive method, namely by presenting the results of analytic data analysis based on research findings. The descriptive method, according to Sugiyono (2016: 9) is a post positivist research methodology used to investigate the state of natural things as opposed to doing experiment. A qualitative descriptive study attempts to describe the various types of code mixing in the Puella ID YouTube channel uttered by Cinta Laura and Maudy Ayunda in the episode "Bicara Cinta" with a duration of 35 minutes 53 seconds. In this video Cinta Laura and Maudy Ayunda discuss the struggles they

faced to get to the success it has now. These data are described scientifically, patented and organized in order to analyze the types of code mixing using the theory from Muysken (2000).

Finding and Discussion

According to the findings, there are three types of code mixing are used in the Puella ID YouTube channel video uttered by Cinta Laura and Maudy Ayunda in the episode "Bicara Cinta" Based on theory from Muysken (2000:3) of code mixing to examine three types of code mixing, namely; insertion, alternation, congruent lexicalization.

Table 1. Three types of code mixing were discovered on Cinta Laura's YouTube channel in the episode "Bicara Cinta" in Puella ID. The table below shows the many types of code mixing

No.	Types of Code Mixing	Occurrence	Percentage
1	Insertion	48	77%
2	Alternation	3	5%
3	Congruent lexicalization	11	18%
Total		62	100%

Based on the table above, 63 data were found on the YouTube channel Cinta Laura Puella ID in the episode "Bicara Cinta" which was divided into 48 incidents of insertion with a percentage of 77%, 3 incidents alternation with a percentage of 5% and 11 incidents congruent lexicalization with a percentage of 18%. To show the results of this study, three types of code mixing including insertion, alternation and congruent lexicalization were analyzed using anchovies from Muysken (2000). In this study 6 data were analyzed, including 4 insertion data, 1 alternation data and 1 data which congruent lexicalization.

Insertion

Data 1

Tapi aku pengen bikin orang excited akan apa yang kita akan bicarakan (Episode: Bicara Cinta, 2 July 2023, 01:22-01:28)

(But I get people excited about what we're going to talk about)

The data above shows that Cinta Laura uses code mixing in the sentences she said. She inserted the English "excited" in the middle of her speech, which in Indonesian means "bersemangat". This data can be categorized into the types of insertion code mixing because there are elements of inserting language or words from foreign languages. Based on theory from Muysken (2000:3) "Approaches that deviate from the concept of insertion see limitations in terms of the structural features of some base or matrix structure. The process of code-mixing is viewed as similar to borrowing in that it involves the incorporation of a foreign lexical or phrasal category into a given structure". Cinta Laura uses the English language "excited" in the middle of her speech because to attract listeners' attention to watch the video until it's finished regarding the topics they will discuss in the video. The word "excited" occur there to interest the viewer because that word can describe a positive and more meaning than the Indonesian of that word.

Data 2

*Jadi gimana kalau kita main **game** dulu* (Episode: Bicara Cinta, 2 July 2023, 01:28-01:32)
(So how about we play a game first)

The sentence uttered by Cinta Laura in the data above shows that she inserted in the types of insertion code mixing based on theory from Muysken (2000:3). Cinta Laura inserted English words "game" which in Indonesian mean "*permainan*" because to express that the word she uses is easier for listeners to understand because the word is commonly heard in society and the word "game" itself has a character namely doing something in competence to collect as many scores as possible to win the game. The word "game" is a lexical item from one language that is inserted into another language in the sentence above.

Data 3

*Aku tuh **introvert** banget* (Episode : Bicara Cinta, 2 July 2023, 6:15-6:18)
(I'm very introverted)

In the data above, it can be seen that Maudy Ayunda inserted the English word "introvert" in the middle of her speech. Based on theory from Muysken (2000:3), this is included on types of insertion code mixing because in this sentence there is an insertion in the English language "introvert" which in Indonesian means "*tertutup*". However, in the sentence spoken by Maudy Ayunda, the word "introvert" means that Maudy Ayunda is someone who doesn't really like crowds or is a personality who only focuses and is comfortable with her own thoughts and feelings. Maudy Ayunda's use of the word "introvert" in the middle of her sentence is easier to understand and suitable for explaining someone's personality.

Data 4

*Kayak semacam **safety bubble** juga buat aku* (Episode : Bicara Cinta, 2 July 2023, 6:09-6:12)
(Like a kind of safety bubble for me too)

The words spoken by Maudy Ayunda in the sentence above include the English word "safety bubble" which in the data above can be categorized in the types of insertion code mixing based on theory from Muysken (2000:3). Because the word "safety bubble" means "*gelembung keselamatan*". However, in the sentence uttered by Maudy Ayunda the words "safety bubble" are to answer Cinta Laura's question regarding shocking facts Maudy Ayunda's changes while abroad and how foreign culture differs from that in Indonesia regarding someone who is an adult. Where the "safety bubble" condition is a place or condition where a person feels safe from all external threats and disturbances.

Alternation

Data 5

*I will say **orang tua** aku tuh sangat-sangat concern **lebih ke karakter*** (Episode : Bicara Cinta, 2 July 2023, 11:43-11:46)
(I will say my parents are very, very concern about character)

Based on the data above, it is included in alternation code mixing because based on theory from Muysken (2000:4) alternation happens when structures from two languages interchange indistinctively at the grammatical and lexical levels both between structures and between languages. The change would simply be an alternation in the size and type of element, such as clauses and sentences, followed by grammatical units such as subjects, verbs, or

objects. The words "I will say" uttered by Maudy Ayunda is a dependent clause which means showing a statement to clarify something and the dependent clause cannot stand alone as a sentence because of the lack of meaning. In the data above, Maudy Ayunda said "I will say" to clarify the question given by Cinta Laura regarding Maudy Ayunda's parents' response regarding their child's education, which Maudy Ayunda then answered by explaining that her parents did not really emphasize their child's education but were more concerned regarding a person's character in the data he said.

Congruent lexicalization

Data 6

*Dan saat kita bisa **mengachieve** suatu hal yang besar kayak mendapatkan gelar dan lain sebagainya tentu itu membuat kita bangga* (Episode : Bicara Cinta, 2 July 2023, 33:02-33:08) (And when we can achieve something big like getting a degree and so on, of course that makes us proud).

According to theory from Muysken (2000:122) the statement stated by Maudy Ayunda above can be categorized into type of congruent lexicalization code mixing because in this sentence there is the word "mengachive" which contains the Indonesian prefix, namely "meng". The term "achive" is known as "meraih" in Indonesian. Maudy Ayunda chose the word "mengachieve" in the middle of her speech because this word explains that if one day we can achieve an achievement such as getting a degree and grades it will certainly make us proud.

Conclusion

Based on the results, this study found three types of code mixing in the conversation between Cinta Laura and Maudy Ayunda in Cinta Laura's Puella ID youtube channel. The method used in analyzing the data was descriptive qualitative method. Based on the type of code mixing in theory from Muysken (2000:3) there are three types of code mixing namely, insertion, alternation, and congruent lexicalization. The totality of the amount of data found was 62, with insertion code mixing being the most frequent type with 48 data, congruent lexicalization data with 11 data, and alternation with 3 data. In conclusion, the time had a large number of well-known people. Due to the rapid advancement of technology and the public's increasing use of multilingualism, code mixing is now a common practice among people who either intentionally or accidentally use it in their daily conversations. This includes both artists and the citizens.

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