



CODE MIXING FOUND IN MAUDY AYUNDA MUSIC YOUTUBE CHANNEL: HEARTLESS SERIES

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Abstract: This study focused on analyzing the type of code mixing and the level of code mixing that occurs on YouTube video by Maudy Ayunda on 'Heartless' series. This series provide information that relate about self-defense. This study used descriptive qualitative method to give brief explanation about what the utterances by Maudy Ayunda. In the data collection authors have done taking some steps from downloading the data source until re-watching it to process the data accurately. These things are examined by using theory from Hoffman (1991) to identify the types of code mixing and analyze the level of code mixing. The subject of this research is 'Heartless' series video. The result of this study found 2 types of code mixing which are Intra-sentential that has 2 level such are in the word level (adjective, noun, verb) and the clause level.

Keywords: Code Mixing, YouTube, Maudy Ayunda.

Introduction

Generally, language can be defined as a communication tool that bridges through sounds or symbols. (Bernard Bloch and George L. Trager, 1942) defines language as a system of arbitrary vocal symbols by means of which a social group cooperates. People use language to easily transfer their aim, purpose and transfer their message, in other words language is connected with society which it indicates that the aim of the study in about language and society that related to the sociolinguistics phenomenon. Trudgill (1974) stated sociolinguistics is a part of linguistics as a social and cultural phenomenon that is concerned with language.

Language will experience development and it will be always in harmony with our society. People nowadays able to communicate using one or two languages or even more. People who speak two different languages called 'Bilingual'. Rahardi (2001) stated that bilingual is people who can use two languages as well. Bilingual people have ability to mix two different languages while they are communicating with others, this ability commonly known as code mixing. According to Holmes (1982), code mixing is the use of two different languages in a speaking. Code mixing phenomenon has become a trend nowadays, in other words ability of



mastering two different languages is become a necessity. In various social media platforms such as TikTok, Twitter and YouTube we can found people who use code mixing easily. Those social media platforms already become a tool to be relevant informant and entertainment for the society, especially YouTube. One of Indonesian YouTuber who actively speaks in two languages and frequently mix their language named Maudy Ayunda. Ayunda Faza Maudya or known as Maudy Ayunda is one of accomplished woman in Indonesia, in her YouTube channel there is some series video entitled 'Heartless Series' where on those video Maudy tries to show a human's strength and self-defense through understanding of the lyric of her song. When she gives the explanation, she often mixes her language from Indonesian to English in her utterance.

In this research authors focus on analyzing Maudy Ayunda's 'Heartless' series video on YouTube. The aim of the study is to find out how much code mixing appeared on the data that chosen by the authors and classified it into the types and the level of code mixing. Authors also give the explanation about how the authors classified the data found into the types and the level of code mixing.

There are four previous studies that are related to this study to be reviewed further. First the study was written by Masruroh (2020) entitled "Code Mixing Used by David Andrew Jecpchott on Londo Kampung's YouTube Channel". This study aimed to analyze code mixing found in Jecpchott on Londo Kampung's YouTube channel. This previous study applied some theories such as Hoffman (1991) to analyze types of code mixing, Suwito (1983) to analyze the level of code mixing. In this study the authors found 119 data from Londo Kampung's YouTube, it was found forty-two words level, thirty-eight phrase level, one baster level, two repetition level, two idiom level, thirty-four clause level. The comparison between Ani Masruroh with this study is the previous study and this study has the same pattern and focus on type of code mixing and level of code mixing.

Second study was written by Hahyesalaemae (2017) entitled "Analysis of The Use of Code Mixing between Thai and English Language in Facebook: A Study in Thai Youngers Account". This study aimed to find out the types of code mixing, the form of code mixing and reason of using code mixing by Thai Youngers users. This previous study applied some theories such as theory from Suwito (1996) to



analyze the definition of code mixing. Musyken (2000) to analyze the types of code mixing and Creswell (2009) to analyze the form of code mixing. The result of this study showed there are thirty-four data of code mixing had been collected, it was found twenty-six words insertion, six phrase insertion, and two hybrids. The comparison between Khusainee Hahyesalaemae with this study is the previous study focused on types of code mixing, form of code mixing and reason of using code mixing, while this study only focus on types of code mixing and level of code mixing.

Third study were purposed by (Sukrisna, 2019) entitled “An Analysis of Using Code Mixing on Atta Hallilintar’s Video YouTube Channel”. The aim of this study is to analyze the types and levels of code mixing used by Atta Hallilintar by using descriptive qualitative method. This study used the theory proposed by Hoffman to analyze the types of code mixing and theory by Suwito to analyze the types of code mixing. In this thesis authors found there were thirty-four data points in the types and levels of code mixing. Some similarities were found in the previous and recent study that each study use the same data source from the YouTube and analyze the type of code mixing.

Fourth study were purposed by (Sari, 2022) entitled “Indonesian-English Code Mixing Found in Wardah Beauty YouTube Channel”. The aim of the study is to analyze the types and reasons of code mixing found in Wardah Beauty YouTube Channel by using descriptive qualitative method. This study used the theory of Hoffman (1991) to analyze both types and reason of code mixing. In this study authors found 45 data of intra-sentential for the types of code mixing and five reason that purposed as the reason of code mixing. The similarities were found in the previous and recent study that each study use the same data source from the YouTube and the theory used that purpose by Hoffman (1991).

Code mixing is one of sociolinguistics phenomenon that quite interesting to be examined. Code mixing is chosen as a topic in this study for some reason. One of the reasons is because most of young generation in Indonesia able to speak more than one language such as the ability in mastering regional languages and international language. Most of young generation combining language they mastered spontaneously or intentionally. YouTube is chosen to be used as data



source because YouTube has become the most popular social media platform. Moreover, in Maudy Ayunda 'Heartless' series is one of interesting series video on her YouTube channel because it provides information about self-defense. This study is useful in improving reader's knowledge of using code mixing in social media. This research examines how code mixing is used in giving explanation about 'Heartless Series'. Furthermore, this study aims to find out the types and analyze the levels of code mixing used in Maudy Ayunda utterances in a special series named 'Heartless'.

Methods

This study used qualitative descriptive research. There's used three videos uploaded by Maudy Ayunda which were uploaded on YouTube during December 2021 as a source of data. The main purpose of choosing Maudy Ayunda's YouTube channel because those selected videos was contained code mixing elements and the topic of video chosen was different from other video on her YouTube channel especially for 'Heartless' series. This series were uploaded after she released Extended Play (EP) that 'Heartless' itself was the third song and from this series. Maudy Ayunda wanted to share the mean of each song and raise one of issue that relevant and connected to that song as she stated on the introduction of video of 'Heartless' series. This study used observation method for collecting the data. The technique of collecting data was done by taking notes data that found before it could be classified and sorted into the types and levels of code mixing. There are several steps that finished by the authors in collecting the data, first authors watching the video to ensure that the video contains the use of code mixing and it has academic urgency to be analyze, second downloading the video and third watching and doing repetition the 'Heartless' series by Maudy Ayunda, after got the insight of target data authors taking note and transcribing the utterance of every code mixing found in the videos. The next step was identifying data by reading the transcript and the last step was classify data based on the types and levels of code mixing found. Afterwards, the authors conducted the analysis by referring to the theory related that purposed by Hoffman (1991) which shows there are three types of code mixing where language divided to Intra-Sentential Code Mixing, Intra-Lexical Code



Mixing, Involving a change of pronunciation. In this study, authors focused on analyzing Intra-Sentential Code Mixing and Intra-Lexical Code Mixing along with its derivatives which divided as: Intra-Sentential Code Mixing appearing Level of Clause and Word (Adjective, Noun, and Verb) and Intra-Lexical Code Mixing appearing Affixation.

Result and Discussion

From the data that already collected by the authors, it was found total 23 data that consist of 21 utterances contained intra-sentential code mixing which divided into 8 clauses and 13 words and 2 utterances contained intra-lexical code mixing which are categorized as an affixation. Following table shows code mixing found in the video comprehensively.

| No | Types of Code Mixing | Level | Occurrences |
|----|------------------------------|--------------------|-------------|
| 1 | Intra-Sentential Code Mixing | Clause | 8 |
| | | Word | 13 |
| | | Adjective | 3 |
| | | Noun | 7 |
| | | Verb | 3 |
| 2 | Intra-Lexical Code Mixing | Affixation | 2 |
| | | Suffix <i>-nya</i> | 1 |
| | | Suffix <i>-kan</i> | 1 |
| | | Total | 23 |

Code mixing that identified in “Heartless” series video was 23 where it consisted of 21 intra-sentential code mixing which divide into 8 clause level and the word level that contains 3 adjectives, 7 nouns, 3 verbs and no phrase found in the data. It also consisted 2 intra-lexical code mixing which there is identified 1 suffix *-kan* and 1 suffix *-nya*. In the data below, authors provide some examples for the type and level of code mixing that found in the data. The author also doing translation process from the original source data into full English translation with English grammatical adjustment.

1. Intra-Sentential Code Mixing

Intra Sentential Code Mixing is code that occurs within a phrase, clause within sentence boundaries in a conversation both oral and written. (Hoffman, 1991). In this study authors found intra-sentential code mixing in the form of clause level and word level that divided into; adjective, noun, phrase, and verb.

1.1 Clause Level

Clause is a group of related words that contain subject and verb. In short the clause is used to express human's thoughts and feelings and help them to communicate the expression to other human. Clause is divided into independent clause, dependent clause, and relative clause.

1.1.1 Independent Clause

First type of code mixing in the first clause that uttered by Maudy Ayunda is intra-sentential in the independent clause level. Authors provide the example such as:

- (1) *Aku harus apa ya* have to be authentic
(It likes I have to be authentic)

*Maudy Ayunda's YouTube Channel
'Heartless' Series Episode #1
Self-Awareness (3.30-3.32)*

The utterance "*Aku harus apa ya*" delivered in Indonesian and then continued by saying "have to be authentic" in English. This is a mixing of two languages, in the level of clauses within a sentence boundary. The sentence above consists of two independent clauses both in Indonesia and English. The word 'I' is indicated as the subject to representing Maudy Ayunda and the word 'have' as the verb that used to representing what Maudy Ayunda's necessities. The original utterance that said by Maudy Ayunda in the word of "*apa ya*" it is kind of supposition in Indonesian behavior when people try to wondering of the right equivalent or simile to express the speaker's own idea itself.

1.1.2 Dependent Clause

Second type of code mixing in the word form that uttered by Maudy Ayunda is intra-sentential in the dependent clause. Authors provide example such as:

- (2) And the song itself *bercerita tentang gimana ya, the relationship that has seen it course*
(And the song itself talk about how to tell the relationship that has seen it course)

*Maudy Ayunda's YouTube Channel
'Heartless' Series Episode #2
Saying "No" and Setting Boundaries (1.08-1.15)*



The sentence above use two different languages, which it contains Indonesian and English. The utterance above could be considered as a dependent clause because it contained Subject (S), Verb (V) and Object (O) as the form of dependent clause. The utterance ‘And the song itself’ it stands as the subject (S), ‘*bercerita tentang gimana ya*’ stands as the Verb (V), and ‘the relationship that has seen it cours’ stands as Object (O). In Maudy Ayunda’s utterance it contains subject, verb and the presence word ‘and’ as conjunction. In the data above, the authors found code mixing used in the beginning and also in the ending of Maudy Ayunda’s utterance. Maudy Ayunda was doing code mixing in the part of Verb in her utterance using Indonesian to strengthen the subject in her utterance and switching back the Object of Maudy Ayunda’s utterance in English. The form consists of ‘the’ as an article, and ‘song as the subject and the word “*bercerita*” or in English form is “tell” as the verb. If we begin the sentence ‘The song itself talk about’ with *and*, we still have the subject, *the song*, and the verb, *tell*, but it is now become an incomplete form, ‘and the song itself telling the audience about’. In order to complete the form, we need to attach the dependent clause to an independent clause. For example, ‘and the song itself telling the audience about the relationship that has seen it course’. Now it become a complete sentence and the reader able to understand that this the intra-sentential code mixing in the form of dependent clause.

1.2 Word Level

In this study authors divided code mixing in the form of word level into 3 parts, the first one is adjective, second is noun and the last one is verb.

1.2.1 Adjective

First type of code mixing in the level of word that uttered by Maudy Ayunda is intra-sentential in the English adjective form. The examples provided below:

- (3) *Kok gue ngerasa lonely ya*
(Why do I feel lonely)

*Maudy Ayunda’s YouTube Channel
‘Heartless’ Series Episode #1
Self-Awareness (1.42-1.44)*

- (4) *Agar kita bisa **healthy** dan bisa berfungsi*
(so we can be healthy and it works properly)

*Maudy Ayunda's YouTube Channel
'Heartless' Series Episode #2
Saying "No" and Setting Boundaries (2.21-2.25)*

Example (3) and (4) show the insertion of English code mixing in the form of adjective that found in Indonesian sentence construction i.e. 'lonely', and 'healthy'. The word 'lonely' is classified as an adjective because the basic form of the word 'lonely' is 'alone' (adverb) + suffix -ly. The word 'healthy' is classified as an adjective because the basic form of the word 'healthy' is 'health' (noun) + suffix -ty. The use of English adjectives in Maudy Mayunda's utterance were aimed to make the communication being effective and efficient. In the data that found by the authors, the word 'lonely' and 'healthy' are commonly known and used by Indonesia people. It will be easier for the audience to understand the feeling that Maudy Ayunda tries to reach her audience through her video on 'Heartless' series on YouTube.

1.2.2 Noun

Second type of code mixing that uttered by Maudy Ayunda is intra-sentential in the noun forms. Authors provides the example below:

- (5) *Dan juga mengangkat satu **issue***
(And also raise for an issue)

*Maudy Ayunda's YouTube Channel
'Heartless' Series Episode #1
Self-Awareness (0.25-0.26)*

- (6) *temen-temen yang dalam **relationship***
(My friends who in relationship)

*Maudy Ayunda's YouTube Channel
'Heartless' Series Episode #1
Self-Awareness (3.48-3.50)*

Example (5) and (6) show the insertion of English code mixing in the form of noun that found in Indonesian sentence construction i.e. 'issue', 'stuck', 'relationship'. Intra-sentential code mixing tend to be used to gain attention from



the audiences as it shown in the examples (5) and (6) when Maudy Ayunda intended her viewers to put an attention into the situation she aimed. In order to convince her audience, she tried to get attention by mixing English noun in her utterances.

1.2.3 Verb

Third type of code mixing that analyzed by the authors is intra-sentential code mixing in the form of verb. Some examples are provided below:

- (7) *dimana aku **sharing** arti setiap lagu*
(where I am sharing the meaning of each song)
*Maudy Ayunda's YouTube Channel
'Heartless' Series Episode #1
Self-Awareness (0.21-0.24)*
- (8) *lagu itu **represent** perasaan seseorang*
(that song represents someone's feeling)
*Maudy Ayunda's YouTube Channel
'Heartless' Series Episode #1
Self-Awareness (0.44-0.48)*
- (9) *dan yang pengen aku **highlight** banget*
(and something that I truly want to highlight)
*Maudy Ayunda's YouTube Channel
'Heartless' Series Episode #1
Self-Awareness (1.13-1.19)*

The examples (7) to (9) shows the insertion of English verbs in Indonesian sentence construction i.e. 'sharing', 'represent', 'highlight'. In the example number (7) Maudy Ayunda was not only doing code mixing but she also putting the grammar correctly which the verb 'sharing' is represented present continuous tense which it uttered during Maudy Ayunda's promotion of her new album 'Heartless Series' at the time. The use of code mixing in the form of verb insertion shows the speaker's ability in mastering two languages. Although the verbs have Indonesian equivalent, Maudy Ayunda keep uttering them in English.

2. Intra-Lexical Code Mixing

Intra Lexical Code Mixing happens in discussion when the speaker combines word boundaries to his articulation. For illustration Indonesian-English or bad habit versa. In arrange to classify the sorts of Intra Lexical Code Mixing

within the information that had been found, the analyst separated it into two parts namely prefix and suffix. Intra lexical happens when somebody embeds affixations into their discourse. Affixation is implied here is Indonesian affixation. Affixation can be partitioned into two sorts. Specifically prefix and suffix.

2.1 The Insertion of Indonesian Suffix

In this study author found there are two Indonesian suffixes that used by Maudy Ayunda in her utterance to presenting her video on YouTube in the 'Heartless' series. The insertion of Indonesian suffixes are *-kan* and *-nya*.

- (10) *Itu juga relevant-kan sebenarnya*
(Actually, it is also relevant right)

*Maudy Ayunda's YouTube Channel
'Heartless' Series Episode #2
Saying "No" and Setting Boundaries (2.46-2.49)*

- (11) *Bukan cuma Love Story-nya*
(not only the love story)

*Maudy Ayunda's YouTube Channel
'Heartless' Series Episode #1
Self-Awareness (1.15-1.19)*

The suffix *-kan* as it written in the example (10) is attached in the end of English adjective of the sentence as the referral word. Maudy Ayunda gives Indonesian suffix *-kan* right after the word 'relevant'. The sentence structure is 'relevant' as adjective and *-kan* as suffix. In Indonesian word *-kan* not included in standard Indonesian grammar because it is kind of unofficial Indonesian affix that usually used to emphasize the statement or giving re-explanation of a certain situation. Based on theory of Hoffman (1991) this reason of code mixing is called Suffix insertion used for emphasizing statement. Maudy Ayunda use this affixation to convincing her audience about what she has explained before and try to justify the statement she made.

The suffix *-nya* as it written in the example (11) shows the insertion of English language in Maudy Ayunda's utterance. Maudy Ayunda gives Indonesian suffix *-nya* after the phrase 'loves story'. The sentence structure is 'love story' as a phrase and word *-nya* as suffix. Based on Kamus Besar Bahasa Indonesia (KBBI) suffix *-nya* means bound from which is a variant if the personal pronoun (she, he,



it) and the object pronoun which states the property, the actor or the recipient (Source: KBBI).

Conclusion

After analyzing and getting the result, there was found several data on YouTube video by Maudy Ayunda on 'Heartless' series. The data were analyzed used the theory proposed by Hoffman (1991) to identify the types of code mixing and the level of code mixing. Form the data that already collected, it was found 18 utterances contained intra-sentential code mixing and 2 utterances contained intra-lexical code mixing. Code mixing that identified in "Heartless" series video by Maudy Ayunda on her YouTube channel was 15 where it consisted of 13 Intra-sentential code mixing which divide into 2 adjectives, 8 nouns, and 3 verbs and it also consisted 2 intra-lexical code mixing which there is identified 2 suffixes. Based on the analysis above, it is clear that code mixing is currently widely used anytime and anywhere. The use of code mixing by well-known public figures is an inspiration for young people to learn a foreign language. It is hoped that the large number of well-known people who use code mixing can serve as an example for the audience, making this a learning medium. The phenomenon of code mixing will continue to rise in tandem with technological and linguistic advancements.

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