A Comparative exploration of podcasted code-switching and code-mixing utterances: A study case Deddy Corbuzier and Cinta Laura

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Abstract

The surge in research addressing code-switching (CS) and code-mixing (CM) occurrences between English and Indonesian languages within podcasts has garnered significant attention.. Nonetheless, the comparative analysis of the structure, categories, and purpose of employing these linguistic blends, along with the audience's interpretations of such bilingual variations, remains somewhat limited. Consequently, the present study endeavors to contrast the distinct manifestations of CS and CM exhibited by Deddy Corbuzier and Cinta Laura, as perceived by participants. The study employed a qualitative approach where the data was analyzed with content analysis. Concurrently, participants' viewpoints regarding CS and CM were elicited through questionnaires distributed among a purposive sample of 20 individuals selected from a population of 200. The data were analyzed using a paired sample t-test. The findings of this research indicate Cinta Laura employed a greater degree of CS and CM in comparison to Deddy Corbuzier in the podcasts due to her fluency in both languages and her speech mostly indicated her social status and addressed topics of conversation. Meanwhile, Dedy Corbuzier used the variation to demonstrate solidarity and persuade the audience. The paired sample t-test revealed a significant divergence in participants' perceptions of code-switching and code-mixing between Deddy Corbuzier and Cinta Laura.

Keywords: code-switching, code-mixing, podcast, bilingual utterances.

Abstrak

Penelitian yang menelaah alih kode (AK) dan campuran kode (CK) dari bahasa Inggris kedalam ujaran bahasa Indonesia dalam podcast telah mendapatkan perhatian signifikan. Namun, analisis perbandingan terhadap struktur, kategori, tujuan serta interpretasi audiens terhadap variasi dwibahasa dalam penggunaan AK dan CK masih sangat terbatas. Oleh karena itu, penelitian ini bertujuan untuk mengksplorasi perbedaan bentuk, fungsi, dan perbedaan persepsi pemirsa terhadap penggunaan AK dan CK yang ditemukan dalam ujaran Deddy Corbuzier dan Cinta Laura. Penelitian ini menggunakan pendekatan kualitatif di mana data dianalisis dengan analisis konten. Secara bersamaan, pandangan para peserta tentang CS dan CM dihimpun melalui kuesioner yang didistribusikan kepada sampel tujuan berjumlah 20 orang yang dipilih dari populasi sebanyak 200 orang. Data tersebut dianalisis menggunakan uji-t sampel berpasangan. Hasil penelitian ini menunjukkan bahwa Cinta Laura lebih banyak menggunakan CS dan CM dibandingkan dengan Deddy Corbuzier dalam podcast, yang disebabkan oleh kecakapan berbahasanya serta ucapan-ucapannya yang sebagian besar mencerminkan status sosialnya dan membahas topik pembicaraan. Sementara itu, Dedy Corbuzier menggunakan variasi tersebut untuk menunjukkan solidaritas dan mempengaruhi audiens. Uji-t sampel berpasangan mengungkapkan perbedaan signifikan dalam persepsi peserta terhadap alih kode dan campuran kode antara Deddy Corbuzier dan Cinta Laura.

Kata kunci: *alih koda, campur koda, podcast, ujaran dwibahasa*

Introduction

In the current technological era, podcasts, a combination of the words "iPod" and "broadcast," have evolved into a popular phenomenon in the digital world. Two familiar podcasters are Deddi Corbizier and Cinta Laura. In their audio and video shows, they are conditioned to present themes interactively. Consequently, the use of straightforward language and following contemporary language styles becomes unavoidable (Masruroh & Rinim 2021). Both podcasters usually switch expressions from Indonesian (L1) to English (L2) or blend L2 lexical forms into L1. According to Halim & Maros, (2014), in bilingual societies, the tendency of code-switching and code-mixing isn't solely due to limitations of expression and lexical forms in L1 but is primarily driven by the audience trend of using English to some extent with pride for language proficiency. Therefore, the use of code-switching and code-mixing in podcasts is determined by discourse partners, the main topic of conversation, as well as the intentions and goals of discourse.

From these three factors, there is certainly a linguistic phenomenon of code-switching and code-mixing that emerges from the podcasts. Many studies have addressed the forms of code-switching and code-mixing in various Indonesian ethnic languages. However, only a few have investigated this phenomenon within the context of Indonesian and English, particularly in the realm of digital media. Auriliya et al (2022) in a study focusing on Daniel Mananta's code-switching, indicated a tendency for him to predominantly utilize the metalinguistic code-switching function, accounting for 44.95% of instances, as the podcaster aims to impress others with his English language proficiency. Similarly, Dewi et al (2021) in their examination of Deddy Corbuzier's speech, found that the "intra-sentential switching" type of code-switching is frequently employed. This is because Deddy Corbuzier finds it more convenient to blend words, clauses, and phrases within a single sentence to effectively convey motivational messages. In contrast to the aforementioned researchers, Mailiya (2023) discovered that the most dominant code-switching type used by Guruku Mr. D is tag switching, followed by intra-sentential code-switching, and finally, inter-sentential code-switching. However, Suardhana, (2022) indicated in this section, that Azka Corbuzier mostly used intra-sentential switching in his speech in the podcast. Nevertheless, it is important to consider the implications of these findings on specific fields as well as none mention the comparison of the types and functions of code-switching as a sociolinguistic phenomenon (Feldiana & Umam, 2023; Mulyajati, n.d.; Safitri & Haryanto, 2022).

Unlike code-switching, in podcast contexts, code-mixing involves podcasters primarily focusing on substituting Indonesian lexical items with English lexical items while using an English accent. Several studies have addressed code-mixing in podcasts. Safitri & Haryanto (2022) found evidence in the Puella podcast that there are three types of code-mixing: code-mixing within sentences, code-mixing of lexical items within sentences, and changes in pronunciation to talk about specific topics, express empathy, use interjections, and convey group identity. Meanwhile, Tsamarah & Haryanti (2021) identified three types of code-mixing in the Rapma podcast: word insertion, phrase insertion, substitution, and congruent lexicalization, all driven by

empathy toward something and expressing group identity. However, Jordy (2023) indicated three types of code-mixing insertion, alternation, and congruent lexicalization. In contrast, Atmaja (2022) who studied code-mixing between Agnes Mo and Deddi Corbuzier, explained that the inter-sentential code-mixing type emerged as the most dominant, and code-mixing at the phrase level emerged as the most dominant level of code-mixing. From the above studies, all types of code-mixing were found in all podcasts, with the dominance of inter-sentential usage.

Referring to the current research findings on code-switching and code-mixing in podcasts, there has yet to be an explicit study that formulates the quantitative and qualitative differences between code-switching and code-mixing within a single study. Most studies only address one phenomenon within a specific discourse. The phenomena of code-switching and code-mixing within a discourse are intertwined. Meanwhile, existing studies merely explain the types and functions of code-switching and code-mixing usage, neglecting the roles, purposes, speaker backgrounds, and intentions behind using code-switching and code-mixing. However, language students' perceptions of the usage of code-switching and code-mixing by two podcasters are compulsory to investigate due to the nature of language changes in bilingual issues. Therefore, this research aims to describe the types and functions of code-switching and code-mixing in the podcasts of Deddy Corbuzier and Cinta Laura. This study also aims to analyze whether or not there is a significant difference in the listeners' perceptions of the usage of code-switching and code-mixing by two podcasters

This linguistic phenomenon is expounded using two distinct theories. Therefore the code-switching theory by Poplack (2001) and the code-mixing theory by (Hoffmann, 2014) were employed. First of all, code-switching in sociolinguistics is the ability to switch a unit of utterance of another language into an utterance of native speech intentionally or unintentionally. This branch realizes that people tend to alter their language based on their social situations. According to Zenitha (2020), language is a significant exponent of culture as each language carries the culture and identity of its users. Language can be regarded as the identity of a community. Meanwhile, sociolinguistics is the study of the relationship between language and its usage context (Deuchar, 2020). The linkage, interaction, and interpretation of culture and language are the primary focus of cultural linguistics. Therefore, the conception of code-switching can explain the phenomenon.

Indeed, the definition of code-switching varies from one linguist to another, Gumperz (1982) defines code-switching' as the juxtaposition within the same speech exchange of passages of speech belonging to two different grammatical systems or subsystems. Meanwhile, (Kroskrity & Duranti, 2004) define code-switching as 'the investigation of an individual's use of two or more language varieties in the same speech event or exchange. Regarding the structure of code-switching, (Poplack & Walker, 2003) distinguishes three patterns of grammatical code-switching, namely insertion (intra-sentential code-mixing), alternation (inter-sentential code-mixing), and congruent lexicalization. However, Mekheimr (2022) advocates that the integration of lexical components or entire units from one language into the framework of another language is termed insertion. This notion is also corroborated by Wedananta (2020) who defines insertion (intra-sentential code-switching) as a foundational form of code-switching wherein phrases involving single words are replaced without

modifying the underlying linguistic structure. Meanwhile, Iqbal, 2011) states that the shift between structures originating from different languages is referred to as alternation (inter-sentential code-switching).

Considering the theoretical review, this study focuses on conducting a comparative exploration of code-switching and code-mixing within podcast episodes presented by two prominent podcasters, Deddy Corbuzier and Cinta Laura. The primary objective is to analyze and compare the instances of code-switching and code-mixing exhibited in their respective podcasts. The study delves into the linguistic phenomena of code-switching and code-mixing, which involve the alternation or blending of languages within the spoken discourse. By examining the linguistic interactions of these two podcasters, the study seeks to shed light on how and why they incorporate elements from different languages into their speech, contributing to a comprehensive understanding of their communication strategies.

Method

Research design

The first research objective is to describe the frequency and types of code-switching and code-mixing in the podcasts of Deddy Corbuzier and Cinta Laura. Thus, the research approach applied to address this issue is qualitative descriptive. According to Sugiyono (2013), the qualitative descriptive approach involves describing and interpreting a phenomenon or situation without attempting to explain causality or establish relationships. The purpose of the qualitative descriptive approach is to develop a rich and detailed portrayal of the phenomenon being studied, which can contribute to a better understanding of the subject from a qualitative perspective (Creswell, 2012). The second research objective is to investigate whether there is a significant relationship between the differences in perceptions regarding the usage of code-switching and code-mixing in podcasts. Thus, a quantitative approach with a correlation research design is employed. In the quantitative approach with a correlation research design, as per Arikunto (2010) using numerical data, the researcher utilizes statistical methods such as Pearson or Spearman correlation coefficients. The quantitative approach is applied to understand whether there is any positive, negative, or no relationship at all (Almquist et al., 2020)between the audience's perceptions of the usage of code-switching and code-mixing in the podcasts of Deddy Corbuzier and Cinta Laura.

Population and sample

The population of the study was 200 students of the English Education study program, at Universitas Mahasaraswati Denpasar. The participants, totaling 20 individuals, were selected using a purposive sampling technique with an age range of 19 to 21 years. Participants were identified by aliases to maintain research ethics, where sample recruitment was solely for scientific research purposes.

Instruments

This study employed two instruments to gather qualitative and quantitative data. The first instrument consisted of monologue transcripts extracted from live-

streaming videos of both podcasters. This instrument aimed to provide qualitative evidence to describe the forms, reasons, and extent of code-switching and code-mixing used by the two podcasters based on code-switching and code-mixing theory. Data validation was conducted through (1) accurate transcription of Deddy Corbuzier and Cinta Laura's conversations from complete recordings, capturing every detail such as intonation, word stress, and language changes; (2) data coding to identify patterns of code-switching and code-mixing in the transcripts by categorizing utterances into types of code-switching that occur, situational contexts in which language transitions occur, and motivations behind these language shifts; and (3) thematic analysis by identifying the main themes in code-switching and code-mixing that emerge in Deddy Corbuzier and Cinta Laura's conversations to understand the context and purpose of the language changes that occur.

The second instrument was a questionnaire concerning participants' perceptions. In the two questionnaires, Questionnaire A contained 20 statements regarding participants' perceptions of code-switching and code-mixing in Deddy Corbuzier's video, while Questionnaire B contained 20 participants' perceptions of code-switching and code-mixing in Cinta Laura's content. The students' perceptions of code-switching and code-mixing were scored using a 0-5 Likert scale.

The validity of the survey was established by ensuring that $r$computed $> r$table (P2=0.506) > 0.423), where 'r' represents the product-moment correlation with a significance level (α) of 5% and a sample size (n) of 20. As a result, based on this criterion, 14 out of 20 statements that gauged students' perceptions of code-switching and code-mixing by Deddy Corbuzier and Cina Laura were deemed valid, leaving only 6 statements as invalid. Additionally, by utilizing the SPSS Alpha output formula, the reliability was computed, yielding a Cronbach's Alpha value of 0.864, which surpasses the threshold of 0.6 ($0.8 > 0.6$) (Ardini, 2021). This implies that all items within the questionnaire demonstrated strong reliability. Consequently, it can be inferred that the instrument is dependable for implementation in the research study.

Research procedure

The main data source for the qualitative approach is the utterances containing code-switching and code-mixing from English to Indonesian spoken by two podcasters. In qualitative descriptive research, the data were gathered through direct engagement with participants or the subject of interest, followed by an analysis to uncover recurring themes, patterns, and distinctive attributes. The researcher carried out the research process by the chosen approach to address the research problem, involving several stages. Firstly, the data were transcribed and categorized into instances of code-switching and code-mixing. Secondly, the grouped data were sorted into different types of code-switching and code-mixing and categorized based on the intended purposes for using code-switching or code-mixing. The categorized data were then examined to elucidate the intentions behind the usage of code-switching and code-mixing. Meanwhile, the data sourced from questionnaires were tabulated, and the levels of code-switching and code-mixing usage were determined. All the quantitative data were tested to ensure its validity and reliability. using SPSS 25 software (Pallant, 2020).

Data analysis

The data were analyzed using the qualitative content analysis method, which involves a thorough examination of textual content to identify, categorize, and comprehend the meanings, patterns, and themes emerging from the use of code-switching and code-mixing in the podcast. Qualitative Content Analysis follows 7 steps: preparation, coding, category formation, theme development, testing, interpretation, and presentation of results (Cresswell et al., 2015). All qualitative data were presented in the form of descriptive sentences.

Meanwhile, the quantitative data collected through questionnaires were analyzed using the t-test. The t-test was chosen to compare the average responses of Questionnaire A and the average responses of Questionnaire B, which were independent. The t-test was selected to determine whether the average of the measured variables differs significantly between the two groups (Johnson & Christensen, 2019).

Result and Discussion

The findings of the study address the two objectives: (1) to describe types and functions of code-switching and code-mixing in the podcasts of Deddy Corbuzier and Cinta Laura and (2) to find out any potential difference between listeners' perceptions of usage of code-switching and code-mixing by two podcasters Therefore, the findings are presented in two sections.

Type and function of code-switching and code-mixing

The video utilized two languages: Indonesian and English. Both Deddy and Cinta engaged in discussions using both languages, creating opportunities for code-switching and code-mixing within the video content. Deddy Corbuzier and Cinta Laura incorporated both languages in almost every interaction, owing to their proficiency in both Indonesian and English. The podcast exclusively featured Indonesian and English, without incorporating any regional or other languages. This is primarily because the speakers do not share the same place of origin or region, thereby lacking fluency in languages that their conversational partner might not comprehend. Additionally, the decision is influenced by the fact that Deddy's YouTube channel caters to a diverse audience spanning across Indonesia, rather than being confined to a specific region.

Code-Switching

External code-switching (ECD) was the only type of code-switching identified in this research. ECD is the kind of code-switching that takes place between a native language and a foreign language. From the collected instances of code-switching, there are instances of code-switching from Indonesian to English and also instances of code-switching from English to Indonesian. Here are some data presented in the study.

1) Cinta: "*Aku orangnya sangat* on time and I love to umm schedule things"

In the given context, the type of code-switching used in Data 1 was external code-switching. Cinta performed a code-switch from Indonesian (*Aku orangnya sangat*) to an English sentence (on time and I love to umm schedule things) when she expressed her desire to schedule things and how she is always punctual.

2) Cinta: "*Aku belum mengenal diri aku sendiri*, so I find myself, who I am"

The second data of *'Aku belum mengenal diri aku sendiri'* (I haven't yet gotten to know myself). Then, Cinta performs a code-switch using English, saying 'so I find myself, who I am'. Based on this context, the type of code-switching used is external code-switching. Cinta code-switched from an Indonesian to an English sentence when she was trying to express her desire to try and understand and discover her true self.

From the above data examples, it can be observed that Cinta Laura utilizes only one type of code-switching with an American English accent. There are two purposes for Cinta Laura's code-switching: to demonstrate solidarity, indicate social status, address topics of conversation, and persuade the audience. Meanwhile, there is additional evidence found from Dedy Corbuzier. The following are some instances of code-switching data found in Dedy Corbuzier's speech.

3) Deddy: "You coming here, *dia baru aja kehujanan di sana*"

Initially, Deddy Corbuzier continued his English expression into Indonesian, saying 'You coming here'. Then, Deddy Corbuzier switched codes using Indonesian, saying *'Dia baru aja kehujanan disana'* (She just got caught in the rain over there). Based on this context, the type of code-switching used is external code-switching. Deddy Corbuzier performs a code-switching event from English to Indonesian when He mentions "Dia" (She), indicating to Cinta Laura that before she arrived, she got caught in the rain.

4) Deddy: ".....but it's okay for Indonesian standards, it's very on time, and I won't be mad if she's late because I just made a mistake yesterday."

It revealed that within the context, the type of code-switching used was external code-switching. Deddy performed a code-switching event from English ('but it's okay for Indonesian standards, it's very on time') into an Indonesian sentence (*'dan gua juga ga akan marah sih kalo sampe dia telat karna gua kemaren baru ngelakuin kesalahan'*), which means Deddy is justifying Cinta Laura's tardiness within the Indonesian time standards.

Based on the explanation above, this research's findings demonstrate the similarities and differences in the types and functions of code-switching between Deddy Corbuzier and Cinta Laura. These differences are attributed to three factors, namely discourse partners, the main topic of conversation, and the intentions and goals of discourse. To ensure the quantity of code-switching usage by both podcasters, the distribution of code-switching is presented in Table 1.

Table 1. Distribution of code-switching

Speakers	Frequency	percentage (%)	types	function
Deddy Corbuzier	30	27%	ECD	demonstrate solidarity
Cinta Laura	80	73%	ECD	Promoting social status
Total	110	100	-	-

The data above indicates that Cinta Laura employs a higher frequency of code-switching by incorporating English expressions into her Indonesian speech through grammatically fluent forms. This ability can be understood as an effort to promote herself as a unique artist distinct from others. On the other hand, Deddy Corbuzier predominantly uses Indonesian rather than engaging in code-switching due to the constraint of not being proficient in English. However, his use of code-switching aims to demonstrate solidarity to the guests and the audience who are watching. To illustrate the imbalance in the code-switching usage between Deddy and Cinta, refer to Figure 1.
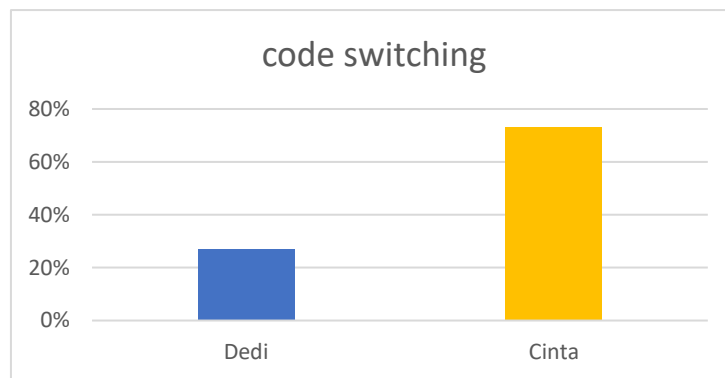

Figure 1. Distinctive percentage of code-switching

Figure 1 indicates a significant difference in the percentage of code-switching usage, despite both utilizing the same type. Observation revealed that (1) Cinta had a more dominant role in the conversation as a guest, while Deddy played more of a host role, ensuring the flow of the topic, and (2) Cinta had a better command of English compared to Deddy, allowing her more flexibility in using code-switching without providing translations. In contrast to code-switching, code-mixing emphasizes the incorporation of English into Indonesian discourse.

Code-mixing

Code-mixing is a process where elements of one code or language are introduced into another language commonly used during communication with the interlocutor. There are three types of code-mixing: inner code-mixing, outer code-mixing, and hybrid code-mixing. In this research, only outer code-mixing, or outer code-mixing, was identified. This refers to mixing elements from a foreign language, or the native language's foreign elements, with the foreign language in the podcast. In this case, English is mixed into the Indonesian speech by Deddy Corbuzier and Cinta Laura in a video podcast. Here are some examples of the usage of code-mixing by both podcasters.

1) Cinta: "*Jadi aku berangkat* exactly *jam 3:45 dari daerah Sudirman dan aku liat* GPS *57 menit, jadi aku pikir* oke *tambahin 15 menit aku akan sampe ke sini jam 5 sore*"

Data shows an instance of outer code-mixing, referring to the practice of incorporating elements from English into Indonesian within the same sentence or utterance This is evident in Cinta's use of English words, such as "exactly" meaning

"t*epatnya*" and "GPS," which refers to a map feature used in electronic devices like phones in Indonesian. The word "oke" was a type of alteration, occurring when a speaker switches between two languages within a sentence or utterance

2) Cinta: "*untungnya hari Sabtu, jadi aku juga emang* plan-*nya hanya untuk bikin konten aja"*
　　　The word "plan" demonstrates an instance of outer code-mixing. This is evident in Cinta's use of the English word "plan," which means "*rencana*" (plan) in Indonesian. The word "plan" in the statement refers to Cinta Laura's intention to create content on Saturday.

3) Deddy: "Literally, *gua tu lagi nonton* Netflix."
　　　It was an instance of outer code-mixing. That was evident in Deddy's use of the English word "literally," which means "*secara harfiah*" or "*sesungguhnya*" in Indonesian. The word "literally" in the statement means Deddy Corbuzier was conveying to Cinta Laura that he was indeed watching Netflix.

4) Deddy: "Tadi, *my friends* datang ke sini."
　　　Data demonstrates an instance of outer code-mixing. This is evident in Deddy's use of the English phrase "My Friends," which means "*temanku*" in Indonesian. The phrase "My Friends" in the statement indicates that Deddy Corbuzier's friends visited his podcast.
Based on the classification above, this study identified a dominance of code-mixing types and forms. The types of code-mixing varied, with some being outer code-mixing (OCM) and others being inner code-mixing (ICM). Meanwhile, the forms of code-mixing are predominantly in the forms of insertion, alternation, and congruent lexicalization. In this context, the choice to switch or mix languages can be influenced by social, cultural, and situational factors. Therefore, the distribution of code-mixing in the podcast can be presented in Table 2.

Table 2. Distribution of code-mixing

Speakers	Frequency	percentage (%)	types	Category
Deddy Corbuzier	40	33%	ICM	Insertion, lexicalization
Cinta Laura	80	67%	OCM	Alternation, lexicalization
Total	120	100	-	-

　　　Table 2 revealed some evidence regarding the use of code-mixing by Deddy Corbuzer and Cinta Laura. She used code-mixing 34% more than Deddy Corbuzier. Although both of them employed ICM and OCM, Deddy applied more insertions than Cinta Laura did due to the influence of Indonesian. However, the differences were mostly caused by quantity or dominance over the entire conversation. Furthermore, the more they had the opportunity to lengthen their speech, the higher the possibility they had to use code-mixing. Therefore, based on the textual observation, it is evident

that Cinta Laura employed more congruent lexicalization than Deddy did due to her fluent English. To further clarify the findings, the distribution of code-mixing by both podcasters is presented in Figure 2.
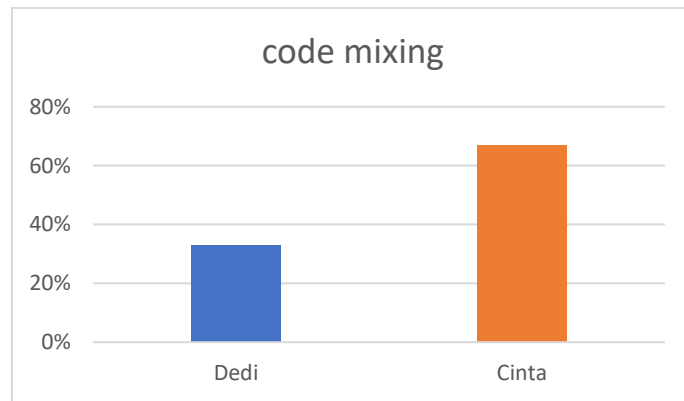

Figure 2. Distinctive percentage of code-mixing

Based on Figure 2, there were differences in the code-mixing usage between the two speakers that can be observed. There are 4 instances of code-mixing used by Deddy Corbuzier, accounting for 33% of the total percentage of data. Meanwhile, Cinta Laura has 8 instances of code-mixing, making up 67% of the total percentage of data. This is similar to the findings in the code-switching study mentioned earlier, where speakers only inserted foreign language or English into their speech using Indonesian, and no regional language was used. Since the regional language was not used, neither insertion-type code-switching nor mixed-type code-switching was found. Thus, the data found only represents outer code-switching.

Perception on code switching and code-mixing

To assess potential distinctions concerning students' viewpoints regarding the utilization of code-switching by Deddy Corbuzier and Cinta Laura, the initial step in the statistical analysis involves conducting assessments for both homogeneity and normality using SPSS. This entails confirming that the test displays both homogeneity and adheres to a normal distribution pattern. To ensure these prerequisites are met, the outcomes of the homogeneity test are presented in Table 3.

Table 3. Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
perception	Based on Mean	5.726	1	38	.022
	Based on Median	6.100	1	38	.018
	Based on Median and with adjusted df	6.100	1	30.414	.019
	Based on trimmed mean	5.847	1	38	.021

Referring to the Homogeneity of Variances table presented earlier, it becomes evident that the significance (Sig.) value for participants' perception scores pertaining to the utilization of code-switching and code-mixing by Deddy Corbuzier and Cinta Laura

was 0.022. Given that this Sig. value exceeds the threshold of 0.05, applying the homogeneity test's decision criteria leads to the conclusion that the variance in perception data among participants regarding the employment of code-switching and code-mixing by both podcasters is identical. One of the other procedures in conducting statistic analysis is that the instrument must be normally distributed. The normality test is presented in Table 4.

Table 4. Tests of Normality

	kelompok	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
perception	CS-CM Deddy Corbuzier	.133	20	.200[*]	.956	20	.470
	CS-CM Cinta Laura	.236	20	.005	.936	20	.200

*. This is a lower bound of the true significance.
a. Lilliefors Significance Correction

Based on the tests of normality above, with a sample size of N=20, which is less than N=50, the chosen test for normality assessment is the Shapiro-Wilk test. Subsequently, from the output of the Tests of Normality, it is revealed that the Sig values for CS-CM (Code-Switching and Code-Mixing) of Deddy Corbuzier are .470 and for Cinta Laura are .200. As both Sig values .470 and .200 > 0.05, it can be concluded that the perception data of both participant groups are normally distributed.

After realizing that the utilized data is homogeneous and normally distributed, the next step is to determine the choice of test. In this study, the Paired Sample t-test was employed to compare the means of a sample involving the same participants. Its purpose was to ascertain whether there existed a significant difference between the participants' perceptions regarding the use of code-switching and code-mixing by Deddy Corbuzier and Cinta Laura. The outcomes of the paired sample t-test can be presented in Table 5.

Table 5. Paired Samples Test

		Paired Differences							
					95% Confidence Difference				Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	Lower	Upper	t	df	
Pair 1	CS-CM Deddy CS-CM Cinta	-7.000	4.910	1.098	-9.298	-4.702	-6.376	19	.000

Differences arose in the way participants perceived the utilization of code-switching and code-mixing when comparing Deddy Corbuzier and Cinta Laura. Participants displayed a stronger inclination toward Cinta Laura's style of code-switching and code-mixing in contrast to Deddy Corbuzier. Moreover, participants found themselves more engrossed by the distinct code-switching and code-mixing patterns demonstrated by Cinta Laura, despite Deddy employing the same code-switching and code-mixing techniques. The outcomes of the paired sample t-test revealed a significant association between participants' perceptions of code-switching

and code-mixing usage, with a Sig value of .008, falling below the probability value of 0.05.

Furthermore, a noteworthy distinction surfaces in students' viewpoints on the use of code-switching and code-mixing by Deddy Corbuzier and Cinta Laura, supported by a 2-tailed Sig value below 0.05. Consequently, the null hypothesis (H0) was dismissed, making room for the acceptance of the alternative hypothesis (Ha). This underscores the impact of participants' diverse perceptions on the utilization of code-switching and code-mixing between the two artists. Additionally, a comparison between the computed t-value and the critical t-value (t-table) indicated that the computed t-value (6.376) surpasses the critical t-value (2.093). Thus, the null hypothesis (H0) was invalidated, allowing for the validation of the alternative hypothesis (Ha). This firmly establishes the existence of a significant divergence in participants' perceptions of code-switching and code-mixing between Deddy Corbuzier and Cinta Laura.

Discussion

Based on data analysis, the first finding indicates differences in the forms of sentence or phrase-level code-switching from English to Indonesian. Cinta Laura and Deddy Corbuzier predominantly employ external code-switching from Indonesia to English, which involves the shift between a native language and a English as foreign language, It can be argued that Cinta Laura employed a greater degree of code-switching and code-mixing in comparison to Deddy Corbuzier in the podcasts due to her fluency in both languages and her speech mostly indicated her social status and addressed topics of conversation. Meanwhile, Dedy Corbuzier used code-switching and code-mixing to demonstrate solidarity and persuade the audience. To these findings, certain previous studies share both similar and differing perspectives on the disclosed issues. Nurmala (2021) arrived at a similar conclusion, noting that Deddy Corbuzier and Nadiem Makarim utilized both Indonesian and English, employing code-switching and code-mixing to shift conversation topics and avoid using harsh forms in Indonesian. In contrast to the present study's findings, most forms of code-switching are influenced by the interlocutor within a more relaxed context, although this study does not elaborate on the reasons behind Deddy Corbuzier's code usage in the podcasts.

Furthermore, in the present study, outer code-mixing was also identified, characterized by the insertion of English elements into Indonesian words, encompassing nouns, adjectives, verbs, adverbials, and phrases. However, it does not reveal any evidence of factors or reasons for using code-switching. Because this study believes, the speakers have the objective of gaining the goal of speech. Regarding the impact, Dahniar and Sulistyawati (2023) furnished evidence that code-switching assists the millennial generation in expressing themselves more openly and spontaneously, fostering a sense of unity and group identity. Nevertheless, there are adverse consequences stemming from excessive usage, such as decreased effectiveness in formal communication situations and diminished attention to accurate language rules (Aisyah, 2022).

The second finding pertained to the audience's viewpoints and perceptions regarding the employment of code-switching and code-mixing by Deddy Corbuzier and Cinta Laura. This study uncovered evidence indicating that the audience greatly appreciated the linguistic proficiency demonstrated by both Deddy Corbuzier and Cinta Laura. Consequently, a positive correlation emerged between the use of code-switching or code-mixing and the fluency of language performance as perceived by the audience. However, some studies have presented evidence concerning students' perspectives on teachers' code-switching and code-mixing. Sakura (2023) demonstrates that students suggest teachers refrain from using Indonesian, thereby maintaining English as the primary language in the English class. Meanwhile, Zahra et al (2022) discovered that the speech between the presenter and the speaker predominantly featured the insertion of English elements. However, this study exhibits a weakness in its linguistic explanation of the underlying factors. On the other hand, Suratiningsih and Cania (2022) identified expressions indicative of code-switching and code-mixing, particularly in the context of Cinta Laura, who is of mixed Indonesian-German heritage. Nevertheless, this research fails to provide sufficient evidence regarding the audience's perception in responding to podcasts, thereby limiting the impact of the viewed videos on language usage literacy.

Based on the synthesis of previous research, this study affirms that the use of code-switching and code-mixing by Deddy Corbuzier and Cinta Laura constitutes a sociolinguistic phenomenon within the field of bilingualism. The choice to switch expressions from English to Indonesian is a result of speech situations, communication objectives, targets, or social demands, as well as topic considerations. Thus, the theories of code-switching and code-mixing in this study have provided insights to researchers and language observers regarding bilingualism phenomena. Another implication is that this phenomenon reflects how individuals with bilingual language abilities adapt and adjust their communication according to social contexts and speaking environments. This also demonstrates that in language usage, social and contextual aspects play a crucial role in shaping language strategies.

Conclusion

Considering the hypotheses of the study, this research yields two main findings along with implications and suggestions. It is evident from this study that Indonesian and English were concurrently utilized in the interactive podcast. Deddy predominantly employed Indonesian and Cinta utilized more English, both primarily engaged in external code-switching. Nonetheless, inner code-mixing, outer code-mixing, and hybrid code-mixing were also observed, with outer code-mixing being the most prevalent. Deddy employed code-switching and code-mixing to foster solidarity and persuade the audience, while Cinta Laura utilized these techniques to signify her social status and influence the audience. Furthermore, this study indicates a significant difference in perception regarding the usage of code-switching and code-mixing between Deddy and Cinta. Compared to Deddy, participants demonstrated greater interest, motivation, and involvement in the utilization of code-switching and code-mixing. However, it is important to note that due to the limited sample size, the

findings of this study cannot be generalized. Nevertheless, the findings highlight participants' positive perspectives on the employment of code-switching and code-mixing, which can potentially impact their English proficiency. Moreover, these findings contribute to the reinforcement and application of code-switching and code-mixing theories. As a result, this study suggests that English-Indonesian or Indonesian-English code-switching and code-mixing may exhibit variations in form, function, and strategy based on the fluency, objectives, and linguistic behavior of speakers within the language community.

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