

CODE-MIXING USED BY ALEXANDRA ASMASOEBRATA IN VOLIX MEDIA YOUTUBE CHANNEL

I Wayan Putrawan

English Department, Udayana University

kayanputrawan@gmail.com

Ni Ketut Widhiarcani Matradewi

English Department, Udayana University

I Gusti Agung Istri Aryani

English Department, Udayana University

ABSTRACT

Sociolinguistics is the study that concerns the relation between society and language use. The part of sociolinguistics that is code-mixing The study aims at (1) identifying the types, and (2) defining the factors of code mixing used by Alexandra Asmasoebrata on the Volix Media YouTube Channel. The focused of the study is on code mixing Indonesian-English. The data was collected by Volix Media YouTube channel. This study employs a qualitative research methodology, and the observation method is the data collection strategy. Hoffman's (1991) theory is used to analyze the many forms and factors of code mixing. This study shows that there are 11 utterances were used by Alexandra Amasoebrata on the Volix Media Youtube channel that contained code-mixing. 4 data for intra-sentential, 2 data for intra-lexical. The factor found in the data source is 2 data for talking about a particular topic, 1 data for repetition used for clarification, the intention of clarifying the speech content for interlocutor is 1 data, and being emphatic about something (expressing solidarity) is 1 data.

Keywords: Sociolinguistic, Code-mixing, Youtube

INTRODUCTION

Sosiolinguistic refers to the relationship between society and language. According to Wardhaugh and Fuller (2015) in linguistic the study about language use in daily life, including how it is used in casual conversations and the media we are exposed to, as well as the existence of societal norms, regulations, and rules that deal with language is sociolinguistic. It explains when In different social circumstances, people speak differently. In linguistics, one of the parts of sociolinguistics is code mixing. Code is a mark of origin that is used by someone when they speak in a specific language, accent, register, dialect, or style on various occasions and for various purposes.

Code mixing is when people combine two or more languages or several languages in a speech act, there is nothing in the linguistic situation that compels the languages to be mixed (Tay, 1989). Therefore, code mixing is mixing or input or entering another language into the mother language at the same time in a single utterance or more, word by word, phrase by phrase or sentence by sentence.

Therefore it is very interesting when someone communicates with society using more than one language in a single utterance. As we know every human being has their own style or way of speaking to other people. In this globalization, code mixing happened in several places for example movies, talk shows in TV programs, novels, and also youtube channels. According to Myrna (2020) stated that YouTube is a famous video-sharing website where users can freely share, watch, load video clips.

This study is about the implementation of code-mixing in Youtube channels. In the online world, YouTube is a website for sharing videos (Fadhal & Nurhajati, 2012). The data that was chosen in this study from the Volix Youtube Channel with guest "Alexandra Asmasoebrata". Therefore the researcher will analyze the types of code mixing used by "Alexandra Asmasoebrata" and also the factor of code mixing. This study is very interesting because code mixing is a trending thing that happens among the public ranging from ordinary people to people, when we can see someone using a mixture of two languages that come from different regions when they communicate.

The other thing that makes this study interesting is the object that the researcher uses in this study, Alexandra Asmasoebrata, on the Volix Media Youtube Channel, which is very different from early research. Volix media youtube channel is one of the famous youtube channels in Indonesia where the content contains podcasts with people such as public figures and others. Alexandra Asmasoebrata is a former famous female car racer from Indonesia, 33 years old, and has raced to the ASEAN level. And she also has an inspiring childhood story that is told in Volix Media Youtube Channel. Therefore this study will be more interesting because for the first time the object is a racer. The theory employed in this study is based on a theory developed by Hoofman (1991) to examine the different types of code mixing as well as its contributing factors.

The empirical studies that the researcher has encouraged like the study conducted by Arief Sugih W. et al., (2021). The second study is from Sukrisna (2019). The third article written by Meilinda Fitriana et al. The study from Arief Sugih W., et al, (2021) investigates the level and factor cause of code mixing. While the study from Sukrisna (2019) investigates levels and types of code mixing. And the study from Meilinda Fitriana, et al, investigates reason and types for code mixing.

DATA SOURCE

Data source in this study is Alexandra Asmasoebrata In Volix Media Youtube Channel. The video's title is "*Merelakan Masa Kecil demi Menjadi Pembalap*". Allida Alexandra Nurluthvia or Alexandra Asmasoebrata who is usually called Andra is a woman from Jakarta who is a former Indonesian female car racer. She is an inspirational figure because apart from being a female racer, she has participated in competitions up to the ASEAN level and at the international level, for example in Spain. She also has an interesting childhood story that is delivered on a podcast on his Volix Media YouTube channel account. Therefore the data was focused on Alexandra Asmasoebrata's utterances in volix media Youtube channel.

Volix media youtube channel is one of the youtube channels that contains podcast or talkshow content with several people such as artists, athletes, public pictures and others. Until now the number of subscribers of this channel is 157 thousand.

METHODS

This study used the audiovisual information data and video transcription was used to analyze the data more easily. This research, the method and technique that is used in collecting the data is the observation method since it's observing the person's utterances. There are several steps used to collect the data, such as (1) searching in YouTube Volix Media youtube channel, (2) watching the video from beginning until end, (3) after that download the video, (4) next the researcher analyzes, identifies, and selects the data and of course finds the code mixing based on theory.

This study employed a qualitative method for data analysis. Because there are no diagrams or measurements in the data, it is completely text-based. All of the acquired data is categorised depending on code mixing's types. And next is analyzing the factor of code mixing.

In this study, the data were provided descriptively because it is in agreement with the analysis of the data to be presented in the method and technique of presenting the data. The researcher presents the data in sentences and bold the word or phrase or sentence that contains code mixing.

THEORETICAL REVIEW

In this research examines the various types of code mixing as well as code mixing's factor using the theory from Hoffman (1991: 102–116).

A. Code-Mixing

Code mixing is when someone or people mix or switch one language into another language in single utterances when they communicate with other people. It means that the change of conversant is just some of the elements in a speaker's utterances. According to Wardhaugh (1986 : 103) code mixing is happened when the speaker use their main language and second language together to the extent that they change from one language to other in the course of a single utterance.

B. Types of Code-Mixing

From Hoffman (1991), code-mixing types's are three, such as: intra-lexical, code mixing involving a change in pronunciation, and intra-sentential. Those types related with when someone mix two language while there are talking.

1) Intra-sentential code mixing

When code mixing occurs in a phrase, a clause, or a sentence boundary, it is called intra-sentential code mixing. It means that the insertion of a second language unit in the construction of a first language or main language sentence can occur in a word, a phrase, a clause, or a sentence boundary.

2) Intra-lexical code mixing

Intra-lexical code mixing occurs when the speaker mixes the affixes (prefix and suffix) from one language with words from another language. So this type occurs in word boundaries.

3) Involving a change of pronunciation

The last type of code mixing based on theory from Hoffman (1991 : 102) is Involving code mixing. This type is related to how speakers pronounce English, but they modify that pronunciation into phonological structure. So it's closely related with phonological level.

C. Factor of Code-Mixing

Hoffman divides code mixing's factor into several parts, those are quoting somebody else, repetition used for clarification, talking about a particular topic, interjection, expressing group identity, intention of clarifying the speech content for interlocutor, being empathic about something (express solidarity). Those factor are happened when someone mix two language in their unteances while they are talking.

1) Talking about the particular topic

Usually speakers when talking with someone more interested or better to use more than one language to get more understanding about the topic. Therefore they will be more comfortable talking about some topic using language that is not their everyday language.

2) Quoting somebody else

The second factor is quoting somebody else. Speaker used code mixing when they wanted to quote famous figures, famous expresion, or something else. The switch is like a set of quotation marks.

3) Being emphatic about something (express solidarity)

The third factor is being emphatic about something. This factor usually happened when speakers want to be emphatic about something that happens with interlocutors, they will mix or switch the code when expressing empathy. It can be said that the speaker is more suitable when they do not use their first language when expressing empathy, so they switch or mix into their second language.

4) Interjection (Interesting sentence fillers or sentence connectors)

This factor occurs when the speaker mixes or switches code because of mark interjection. Expresion from someone when they use it to gain attention, strong emotion, to convey surprise is called interjection . Therefore usually people will use interjections when they are talking, like *duh!*, *shit!*, *hey!*.

5) Repitition used for clarification

The next factor is related to when speakers switch code because they want to give more clarification about the topic that they talked with interlocutors. So the speaker will repeat their utterance using more than one language that they mastered to get more comprehensible with the idea. In this types the speaker saying the same utterances with other code literally (The phrase is repeated several times).

6) Intention of Clarifying the speech content for interlocutor

In this case, In order to make the speech flow more easily or to make the ideas more clear so that the dialogue is more intelligible, the speaker will occasionally translate a message from one language to another in a slightly changed form.

7) Expressing Group Identity

The last factor is expressing group identity. The speaker usually switches or mixes the code because they want to show their identity, because everyone has a different speaking identity.

RESULTS AND DISCUSSION

In this part, the researcher will explain code mixing's types and factor used by Alexandra Asmasoebrata in Volix Media Youtube Channel. The analysis is based on theory that has been explained in a theoretical framework.

A. Types of Code Mixing

Table 1. Code-Mixing's Types used by Alexandra Asmasoebrata

Types of Code-Mixing	Frequency
Intra-sentential	4
Intra-lexical	2
Involving a change of pronunciation	0

Based on the tables above, the data shows that the majority type of code-mixing used by Alexandra Asmasoebrata in Volix Media Youtube Channel is Intra-sentential with the frequency of data is. And the minority type is intra-lexical since there is no data found in involving a change of pronunciation.

1. Intra-sentential

In the data source, Alexandra Asmasoebrata uses Indonesian mixed with English in her utterances in Volix Media Youtube Channel when communicating.. The sample of data will present below :

Data 1

"balap sudah ada di badan gua, is in the blood gitu" (2.50 minute)

The data shows that, Alexandra Asmasoebrata mixed Indonesian language with English in single utterances. She said Indonesian language first, after that followed by English, she said "is in the blood" in the midst of her utterances. That data is called Intra-sentential because she mixed her second language which is English in the form of sentence "is in the blood" in her main language which is Indonesian sentence.

Data 2

"kalah itu bukan hal yang memalukan, dan lo gak harus drowning disitu" (3.35 minute)

In the above sentence, Alexandra Asmasoebrata mixed her main language which is Indonesia Language with her second language which is English in single utterances. That data is called intra-sentential because she inserted the English word "drowning" in the construction of the main language when she talked.

Data 3

*"... jadi gua gak **expect** kalau gue bakal tabrakan"* (11.07 minute)

Data 3 states that, the speaker which is Alexandra Asmasoebrata mixed her main language which is Indonesia Language with her second language which is English in single utterances at the same topic. She said Indonesian language first, after that followed by English in the middle of her utterances and continued by using Indonesian language again. That data is called intra-sentential because she inserted the English word "expect" in the construction of the main language when she talked.

Data 4

*"ya jadi yaudah deh gua jadi penonton aja pas **race day**"* (12.17 minute)

In the above sentence, Alexandra Asmasoebrata mixed her main language which is Indonesia Language with her second language which is English in single utterances at the same topic. That data is called intra-sentential because she inserted the English phrase "race day" in the construction of the main language when she talked. The meaning of race day is the day when someone takes part in a race. Therefore she felt comfortable when using "race-day while communicating.

2. Intra-Lexical

Data 5

*" ...jadi harus ada yang **di-achieve**"* (2. 07 minute)

Data 5 states that, Alexandra Asmasoebrata mixed her main language which is Indonesian with her second language which is English unit in single utterances at the same topic. That data called inter-lexical code mixing because she mix the indonesian prefix (di-) with her second language which is English in word "achieve", therefore it become "di-achive". "*di-achive*" based on the context by Alexandra Asmasoebrata in Volix Media Youtube channel is she talk that she want something that should she achive.

Data 6

*"kalau lo udah terlalu hebat, lo terlalu kuat, lo malah punya enemy yang banyak kalau lo gak bisa **meng-handle** itu"* (6.35 minute)

In data above, Alexandra Asmasoebrata mixed her main language which is Indonesian with her second language which is English in single utterances at the same topic. That data is called inter-lexical code mixing because she mixes the Indonesian prefix (meng-) with her second language which is English in the word "handle" so it becomes "meng-handle". The meaning of "meng-handle" based on the context of utterances by Alexandra Asmasoebrata is when she explained that if someone is very great, he will have many enemies if he can't handle his own greatness.

3. Involving a change of pronunciation.

There were no data found in involving a change of pronunciation. This is because Alexandra Asmasoebrata while comunication, she does not modify the pronunciation of English word into Indonesian phonological structure.

B. Factors of Code-Mixing

Table 2. Factors of Code-mixing

Factors of Code-Mixing	Frequency
Quoting somebody else	0
Talking about particular topic	2
Interjection (Interesting sentence fillers or sentence connectors)	0
Being emphatic about something (express solidarity).	1
Expressing group identity	0
Repetition used for clarification	1
Intention of clarifying the speech content for interlocutor	1

According to the data in the tables above, the majority factor of code-mixing employed by Alexandra Asmasoebrata in Volix Media Youtube Channel is talking about particular topic with a frequency of data of 2. Then followed by being emphatic about something, and intention of clarifying the speech content for interlocutor, repetition used for clarification. There were no data found in expressing group identity, and quoting somebody else, interjection (interesting sentence fillers or sentence connectors).

a) Talking about particular topic

Data 7

"gua merasa, adegan itu tuh terjadi **slow-motion** banget sampai gua kayak masih inget "
(8.56 minute)

Data 7 states that, the factor why Alexandra Asmasoebrata used code mixing in Volix media youtube channel is talking about a particular topic. The topic is when she told about the process or incident when she had an accident on the racing circuit, she said when she overturned in the middle of the car it seemed as if it happened so slowly that she could still remember what happened, so she more comfortable to using her second language to express about that topic which is "slow motion" and also people is more familiar with that word "slow-motion" there is no other word that is equivalent to that meaning.

Data 8

" gak ada **insurance** kalau balapan " (13.30 minute)

Data 8 shows that, the factor why Alexandra Asmasoebrata used code mixing in Volix media youtube channel is talking about a particular topic. The topic is when she told the host when at the moment she fell at the race and clarified that the race had no insurance, therefore she more comfortable to using her second language to express about that topic which is "insurance" and also people is more familiar with that word "insurance" there is no other word that is equivalent to that meaning.

b) Being emphatic about something (express solidarity).

Data 9

*"orang-orang disekitar gua tu **worry** lho tentang gua"* (15.27 minute)

The data showed that the factor why Alexandra Asmasoebrata is using code mixing is because of being emphatic about something (expressing solidarity) because from the English word "worry" that Alexandra Asmasoebrata mixed in her main language is to express solidarity and empathy that the people around her are worried if something happens to her.

c) Repetition used for clarification

Data 10

*"jadi kan ada **intersection** gitu ya, belokan gitu kan"* (19.34 minute)

In the data above, the factor why she used code mixing is repetition used for clarification. In the context above, she tells about her childhood when driving a car, therefore she mixes her main language with her second language which is English and she said "intersection" and followed by Indonesian again in her middle to give more clarification about the topic. The meaning of intersection in Indonesian is "persimpangan" which is has the same meaning with the Indonesian word "belokan" that she said after she put the word "intersection". Therefore, the speaker repeats the same message with another language to clarify the topic to get more understanding.

d) Intention of clarifying the speech content for interlocutor

Data 11

*"kalau gua terlalu fokus sama kekurangan gua **which is** adalah gender gua adalah perempuan"*
(7.41-7.42 minute)

In the above sentence, the factor why she used code mixing is because of the intention of clarifying the speech content for the interlocutor. Because at first she already said she has weaknesses "kalau gua terlalu fokus sama kekurangan gua" and we already know what her weaknesses are, and she repeated again to mention that her weakness was gender, so he explained more specifically his shortcomings by using code mixing so that his speech ran smoothly.

According to the data findings above, about the factor of code mixing, there were 3 factors of code mixing that were not found in the data source. Those are quoting somebody else since nobody gave quotation of statement to somebody else in the part of data. The second factor is interjection (interesting sentence fillers or sentence connectors) since Alexandra Asmasoebrata does not give strong emotion or gain attention to somebody else while communicate. The third factor is expressing group identity since Alexandra Asmasoebrata does not show their identity when communicating.

CONCLUSION

From the result above, there were three types and four factors of code mixing found by Alexandra Asmasoebrata. Based on information collected by the researcher in the previous chapter, this study showed that 11 data were used by Alexandra Asmasoebrata in Volix Media Youtube Channel that contained code-mixing. For the intra-sentential types, 4 data were found. For the intra-

lexical, the researcher found 2 data. And there were no data found in involving the change of pronunciation. There were 4 factors why Alexandra Asmasoebrata used code mixing. The first one is being emphatic about something (expressing solidarity) is 1 data, repetition used for clarification is 1 data, and intention of clarifying the speech content for interlocutor is 1 data, and the majority is talking about a particular topic with 2 data. There were no data found in quoting somebody else, interjection (Interesting sentence fillers or sentence connectors), and expressing group identity.

REFERENCES

- Fadhal, S., & Nurhajati, L. (2012). Identifikasi identitas kaum muda di tengah media digital: studi aktivitas kaum muda indonesia di YouTube (Identification of youth identity in the midst of digital media: a study of Indonesian youth activities on YouTube). *Jurnal Al- Azhar Indonesia Seri Pranata Sosial*, 1(3): 176-200.
- Fitriana, M. (2020). *AN ANALYSIS OF CODE MIXING IN "MOP" OF YOUTUBE CHANNEL* [Other, STKIP PGRI PACITAN]. <https://repository.stkippacitan.ac.id/id/eprint/88/>
- Iswandi, F. D. (2021). *An Analysis Of Code Mixing Used In Nessie Judge Youtube Video* [Other, Universitas Islam Riau]. <https://repository.uir.ac.id/7321/>
- Nalantha, I. M. D., Suwastini, N. K. A., Susanthi, I. G. A. A. D., Wiraningsih, P., & Artini, N. N. (2021). Intra-Sentential and Intra-Lexical Code Mixing in Nessie Judge's YouTube Video Entitled "Lagu Populer + Pesan Iblis Tersembunyi." *RETORIKA: Jurnal Ilmu Bahasa*, 7(2), 166–171. <https://doi.org/10.22225/jr.7.2.3748.166-171>
- Pahruli. (2010). *An Analysis of the types and the factors influencing the code switching and code mixing used by vj of mtv ampuh.* <https://repository.uinjkt.ac.id/dspace/handle/123456789/4410>
- R. Myrna Nur Sakinah, Jimmy Alfiqri, Lala Nur Hanifah (2020). ANALYSIS OF ICONS, INDEXES, AND SYMBOLS IN YOUTUBE ADVERTISEMENT OF WARDAH PERFECT BRIGHT CREAMY FOAM FACIAL WASH. *Apollo Project journal*, Vol. 9, No. 1, Februari 2020
- Sukrisna, A. (2019). *AN ANALYSIS OF USING CODE MIXING ON ATTA HALILINTAR'S VIDEO YOUTUBE CHANNEL* [Raden Intan State Islamic University]. <http://repository.radenintan.ac.id/6999/1/SKRIPSI%20AGUNG%20SUKRISNA.pdf>
- Tay, M. W. (1989). Code switching and code mixing as a communicative strategy in multilingual discourse. *World Englishes*, 8(3), 407-417.
- W, A. S., Fitriany, L., & Sipa, N. (2021). ANALYSIS OF CODE MIXING IN #NEBENGBOY VLOG OPENING ON BOY WILLIAM'S YOUTUBE CHANNEL. *International Conference on Education of Suryakancana (IConnects Proceedings)*, 0, Article 0. <https://doi.org/10.35194/cp.v0i0.1322>
- Wardough, R., & M.Fuller, J. (2015). *An Introduction to Sociolinguistics*. (7th ed.).

