
AN ANALYSIS OF CODE MIXING USED ON PUELLA'S VIDEO YOUTUBE CHANNEL BY CINTA LAURA WITH NESSIE JUDGE

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Abstract

The bridge of communication used by humans is language. The phenomena of language mixture (bilingual and multilingual) is considered a language phenomenon that occurs quite often and can be recently easily found in social media content. The video content packaged in the form of Podcasts on channels owned by content creators is one example. The research was aimed at analysing code mixing used in the conversation of video podcasts broadcasted in You tube channels. The data were taken from the Puella's You tube Channel from Cinta Laura entitled '*Ternyata sengaja disembarkan untuk pengalihan isu | Cinta Laura Kiehl x Nessie Judge*'. A descriptive qualitative method was implemented to answer the research problems formulated. The data analysis shows that the celebrities involved in the podcast tent to used mainly intra-sentential code mixing for clarification some terms.

Keywords: *code mixing, podcast, You tube video*

INTRODUCTION

Humans are gifted with an ability to convey what they think and feel to others with a language. The language is considered as a communication tool in this case that it has a function for interaction with each other. In the process of people interaction, the language is expressed in the word forms that are constructed into phrases or sentences which will be delivered into their speech to convey the speaker's intention. Seeing from the construction of phrases and sentences, they are very dependent on the complexities of information delivered. However, not only for the complexity of the information, the constructions of phrases and sentences are also influenced by the intention and purpose of interaction.

People use some strategies to reach their intention in interaction. The strategies used in interaction are varied from one to another such as using a simple expression to express a simple intention or vice versa. This complexity of expression, therefore, is considered resulting from the complex structure of speech. As stated by Handayani (2023) that communication strategies can be influenced by the speech structure complexity in interpersonal interaction that happens in every language usage. Referring to the language functions, people agree that language can help to make something regarded unclear to be clear in conveying the purpose of communication.

In relation to the development of human language in the world, human life has been enriched by the diversity of languages. It's estimated generally that there are 6912

languages around the world. The language tends to be dynamic such as the phenomenon that occurs in this modern era where language culture has changed significantly for the community, especially social media users. As an example, many of them have an ability to use more than one type of language. These people are called bilingual or multilingual. In order to build a good interaction relationship, in the communication event, some people use two different languages. It also happens when the speakers are in different languages and they don't understand each other. The phenomena that frequently happens that indicates this language event is code mixing. According to Auer (1988) "code mixing is a natural part of life in multilingual societies". In addition, Hoffman (2014) that code mixing can be divided into three types that can occur within a word, a phrase, a clause or a sentence boundary in a conversation both oral and written.

The phenomena of code mixing in social media are sometimes shown by celebrities' speech delivered in podcasts, talk show interviews, and other talks or conversation in media.

For example, Cinta Laura, an actress and singer with Indonesian - German blood. She creates podcast content on her YouTube channel "PUELLA ID" where on the channel she presents a variety of discussions with each guest star she presents. One of them is Nessie Judge who is also a content creator in a YouTube channel entitled "NERROR" containing discussions about world conspiracies that were hype discussed. In their podcasts, both figures are known for using code mixing when having conversations.

Code mixing phenomena have attracted some researchers to do researches that relate to the phenomena. Istiara, at.al. (2022) conducted research with a title "An Analysis of Using Code-Mixing on Podcast "Guruku Mr. D" Youtube Channel that focused on the identification of code mixing according to the types of code mixing as intra-sentential code mix, inter lexical code mixing, and involve changes in pronunciation. Meanwhile, Atmaja (2022) analysed code mixing to know the type of code mix, the level of code mix, and the dominant type of code mix used by Agnes Mo on Deddy Corbuzier's podcast Youtube channel. Reni (2022) explored various types of code mixing and discussed the factors that influence code mixing that taken from Cinta Laura Kiehl and Denny Sumargo utterances in podcast talks. The research showed that alternation was considered the most types of code mixing which was dominant used (81 data), was followed by insertion (78 data), and congruent lexicalization (28 data). The dominant reason that underlined the code mixing usage was for clarification some terms. The same topic of research was also done by. In the same topic discussion is also found in the Fauzi & Utami (2023) in his investigation of code mixing on the video Ngobrol Bareng Niki: Yang Dirindukan dari Indonesia by Najwa Shihab.

Considering about the phenomena of code mixing in the media as podcast, this research aim at analysing the phenomenon of code mixing that occurs in a Youtube video entitled '*Ternyata sengaja disembarkan untuk pengalihan isu | Cinta Laura Kiehl x Nessie Judge*'. The focus of the research was on the use of English and Indonesian used by Cinta Laura Kiehl x Nessie Judge in order to know the types and factors of code mixing usage in the occurrence of the code mixing phenomenon in media, especially in the podcast setting.

METHOD

A descriptive qualitative method was used in this research to analyse the data in the video podcast that were described descriptively. Qualitative-based research is used to describe and analyze the code mixing used by Cinta Laura and Nessie Judge in her video podcast entitled *Ternyata sengaja disembarkan untuk pengalihan isu! | Cinta Laura Kiehl x Nessie Judge*. The research data were collected in the following ways. First, accessing You tube to access Cinta Laura's You tube Channel named "PUELLA ID" with her partner Nessie Judge and downloading the video. Second, watching the video and listening to the conversation between the actresses to know code mixing used. Then, recording and highlighting code mixing from the interview conversation. Finally, classifying/categorizing the data in accordance with the formulation of the problem that has been determined. Meanwhile, to analyse the data that had been collected, the following steps were done to answer the research problems: (1) identifying the words/sentences found from Cinta Laura and Nessie Judge's speech, (2) classifying the data based on the category groups of code mix types, (3) identifying and determining the most dominant data based on code mix types, and (4) making conclusions based on the results of the analysis of the data that had been found. In order to know the factors that influenced the actresses to use the code mixing, moreover, five reasons for using code mixing from Weisenberg (2003:5) and types of code mixing were applied.

RESULT AND DISCUSSION

From data analyses and classification based on the category of code mixing types and levels collected from the You tube Channel Podcast Cinta Laura with Nessie Judge in a 30-minute video, the research shows that the podcast resulted code mixing in three main types namely intra-sentential of code mixing, intra-lexical of code mixing, and involving a change of pronunciation in different level of frequency. The frequencies of the types of code mixing is indicated in Table 1.

Table 1. The percentages of Types of Code Mixing on the Podcast

No.	The types of Code Mixing	Frequencies	Percentage
1	Intra-sentential of code mixing (IS)	9	60%
2	Intra-lexical of code mixing (ILX)	4	26,7%
3	Involving a change of pronunciation (ICP)	2	13,3%
Total		15	100%

Table 1 indicates the percentage of data classification based on its type by obtaining the percentage of the three types. According to the table, Intra -sentential code mixing is considered the most frequently appeared in the conversation done by the both celebrities (60%) followed by intra-lexical code mixing in the percentage of 26.7 % and the last level was showed by involving a change of pronunciation 13.3%. The description of the data analysis in types of intra lexical are represented in Data 1-Data 15 as presented in the following discussion.

Data 1. *"Tapi Inter waktu aku **ngresearch** kamu aku baca bahwa ternyata kamu dulu jurusan kuliahnya bisnis"*

The type of code mixing found in Data 1 is the intra-lexical type of code mixing because there is the Indonesian affix word '**nge-**' before the English word '**research**'.

Data 2. *"...yang sama-sama **curious** gitu sama-sama penasaran ingin tahunya tinggi"*

Data 2 is also considered the type of intra-sentential of code mixing because it occurs in the sentence in Indonesian language in which the English word **curious** appearing in it.

Data 3. *"Tapi apa sih **approach** kamu dan saat memilih sebuah topik ke arah tertentu"*

The level of the word **approach** that appears in the middle of the sentence in the third data shows the intra-sentential of code-mixing.

Data 4. *"**Most of the time** aku gunain evidences yang udah ada gitu loh"*

Depending on Hoffman's theory, the phrase level in the word **most of the time** shows the phenomenon of intra-sentential type of code-mixing. Because like in Data 3, it was appeared in Indonesian sentence. The different from Data 3 was that Data 4 was in the form of phrase while Data 3 was in the form of word.

Data 5. *"Ketika kita membahas **Conspiracy theories** ya ada"*

Data 5 is categorized into intra-sentential code-mixing type since the phrase **Conspiracy Theories** comes from a foreign language, English, used mixing in Indonesian language.

Data 6. *"Tapi apakah kamu yakin kalian udah mencari eh **evidence** dari berbagai sumber"*

This sixth data shows the level of words (**evidence**) that are inserted in a sentence of Indonesian. Then this data is included in the intra-sentential type of code-mixing.

Data 7. *"Tapi gak pernah ada satu minggu pun aku skip **ngupload** video"*

The word **ngupload** in the 7th data shows the intra-lexical type of code-mixing with characteristics such as the first data with the affix word '**nge-**' before the word **upload** which comes from a English language. Data 7 is the same case as in Data 1.

Data 8. *"Karena kamu memang suka akhirnya kamu coba **mengescalate** kualitas pekerjaan kamu"*

The fragment of the word spoken by the speaker **mengescalate** is a code mix that combines the prefix '**meng-**' with the word **escalate** including the intra-lexical type of code-mixing.

Data 9. *"waktu pertama kamu memulai **program** nerror itu udah ada tim atau sendiri dulu?"*

The word **program** in sentence Data 9 shows a word that comes from a foreign language but the speaker modifies it to another phonological structure, namely the

speaker's native language (Indonesian). This presents that this data shows the type of involving a change of pronunciation in one of the types of code-mixing.

Data 10. *"Kalian harus mau masukkin **effortnya**, harus konsisten"*

In Data 10, there were lexical elements that arised from the word **effort-nya**. This proved that this data felt into the intra-lexical category of code-mixing.

Data 11. *"Karena banyak loh **youtuber** yang sekarang udah gone but it's 2024 And You're still here"* This type of code mixing in this data was included in involving a change of pronunciation, when the speaker modified the foreign language word **youtuber** into the phonology of another language.

Data 12. *"Mereka membayar aku sama sesuatu yang super **valuable** yang nggak bisa aku balikin"* This type of intra-sentential code mixing was shown in this data in the form of a **valuable** word level as the speaker's intention to emphasize something that could be difficult to explain in Indonesian.

Data 13. *"Setelah setahun gimana aku bisa **Survive** kalau orang mulai bosan"*

The word **survive** which comes from a foreign language is inserted in the sentence in Data 13, this shows the type of intra-sentential code mixing at the word level.

Data 14. *"5 tahun deh biar enggak terlalu **pressure** ya"*

Pressure appeared in Data 14 as a word that described something that was lived with full force by the speaker, this was included in the word level of the intra-sentential type of code-mixing.

Data 15. *"**In the end**, ternyata yang tadinya dikira Conspiracy theory ternyata kenyataan benar"*

The phrase **in the end** in Data 15 found in this podcast was a type of intra-sentential of code-mixing that shows the level of phrases in a sentence expressed by the speaker to the interlocutor.

Data collection with a total of fifteen data proves that in general and commonly used by speakers and their interlocutors are intra-sentential types of code mixing. And from the data found and analyzed, it can be seen that people who use code mixing usually intend to explain a point in accordance with the culture of the interlocutor so that it can be understood easily, besides that code mixing can also be used as a tool to establish intimacy with anyone who is the interlocutor.

CONCLUSION

The celebrities involving in the video podcast made by Cinta Laura together with her speaking partner Nessie Judge on the PUELLA ID You tube channel tent to use code mixing in their conversation. The three types of code mixing based on the theory, e.g. intra-sentential of code mixing, intra-lexical of code mixing, and involving a change of

pronunciation were categorized as the types of code mixing that tent frequently to be used in the conversation. The interlocutors in the conversation used the code mixing indicated that they wanted to make a bridge their conversation because of the different culture and gap of the word meaning in conversation. In addition, the factors that cause code mixing can be in the form of role identification, variety identification, the desire to explain or explain, and show familiarity to maintain their existence to continue in the advanced times.

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