

Code Mixing Realization by Cinta Laura Kiehl on Boy William's Youtube Channel

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Abstrak

Penelitian ini bertujuan untuk mengetahui jenis dan tingkat campur kode yang muncul dari Cinta Laura Kiehl di channel YouTube Boy William. Penelitian ini menggunakan penelitian kualitatif deskriptif dan manusia merupakan instrumen utama penelitian ini. Dalam pengumpulan data, penelitian ini menggunakan metode dokumentasi. Penelitian ini menggunakan analisis isi yang menitikberatkan pada analisis jenis-jenis campur kode yang dikemukakan oleh Hoffman dan tingkatan-tingkatan campur kode yang dikemukakan oleh Suwito. Data tersebut adalah dua video channel YouTube Boy William seperti Intip Rumahnya Cinta Laura Kiehl! Ternyata #DiBalikPintu, Berhentinya Cinta Laura di Dunia Musik Karena Trauma? Data menunjukkan bahwa campur kode intra-sentential merupakan jenis campur kode yang paling dominan dalam video 96,92%, campur kode intra-leksikal dengan persentase 3,08% dan persentase terendah melibatkan perubahan pengucapan 0%. Data menunjukkan bahwa campur kode intra-sentential merupakan jenis campur kode yang paling dominan dalam video 96,92%, campur kode intra-leksikal dengan persentase 3,08% dan persentase terendah melibatkan perubahan pengucapan 0%. Data tingkat campur kode tertinggi dalam video dengan tingkat persentase frasa dengan persentase 46,15%, tingkat kata 27,69%, tingkat klausa 23,08%, tingkat baster 3,08%, tingkat reduplikasi dan tingkat idiom 0%. Hasilnya, ada 65 data dalam jenis dan tingkat campur kode. Pada tipe campur kode, tipe tertinggi adalah campur kode intra-sentential dan tipe terendah melibatkan perubahan pelafalan. Sedangkan pada level campur kode, level yang dominan adalah level kata dan level terendah adalah level pengulangan kata dan idiom.

Kata Kunci

Sosiolinguistik, campur kode, realisasi, youtube channel

Abstract

This research aims to determine the type and level of code-mixing that appears on Boy William YouTube channel by Cinta Laura Kiehl. This research uses descriptive qualitative research and human research is the main instrument of this research. In collecting data, this research uses the documentation method. This research uses content analysis which focuses on the analysis of the types of code mixing proposed by Hoffman and the levels of code-mixing proposed by Suwito. The data are two video Boy William's YouTube channel such as Intip Rumahnya Cinta Laura Kiehl! Ternyata #DiBalikPintu, Berhentinya Cinta Laura Didunia Musik Karena Trauma?. The data showed that intra-sentential of code-mixing is the most dominant types of code mixing in the video 96.92%, intra-lexical of code mixing with the percentage 3.08% and the lowest percentage is involving a change of pronunciation 0%. The data highest level of code mixing in the video with a percentage level of phrase with a percentage of 46.15%, word level 27.69%, clause level 23.08%, baster level 3.08%, reduplication level and idioms level 0%. As the result, there were 65 data in the types and levels of code-mixing. In the types of code mixing, the highest type was intra-sentential of code-mixing and the lowest type was involving a change of pronunciation. While, in the levels of code-mixing, the dominant level was word level and the lowest level was repetition word and idiom level.

Keywords

Sociolinguistic, code mixing, realization, youtube channel.

Introduction

The ability of people to communicate with other humans through signs, such as words and actions, is facilitated by language. The proper use of language in society is vital, since message being delivered will be clear to everybody. With no misinterpretation and utilizing language, humans can get their message out about how they feel, what they feel, what they think, and what they know. Formal and informal language are often used in the communication process. Language is a technique that is employed by humans to communicate with one another.

The statement of Wibowo (2017) is a popular and accepted view among language enthusiasts. In the present day, almost every country employs English as an international language, which has been widely taught and is optimized to accommodate face-to-face conversation. English is the most frequently spoken language in the world these days, according to Thao and Herman (2018:26). This means that English has gained prominence on the global stage, and every country on the globe has invested time and resources in the advancement of the language. At the end of the day, language is a tool used by humans to communicate using symbols and sounds created by human speaking instruments, which enables us to communicate more effectively. Many individuals may speak more than one language, and there is a branch of study known as linguistics that explores language. Sociolinguistics investigates the relationship between language and society, as asserted by Holmes (2013:1) in Samosir et al (2020:21). If someone is able to speak two or more languages, they are described as bilingual or multilingual. Conversations between two or more people usually include the use of many languages, and are commonly conducted in code mixing and code switching. A kind of code mixing where terms and phrases from one language are employed in a new language for the sake of increasing the type and volume of language, terms, phrases, clauses, idioms, greetings, and so on (Linuwih, 2018: 3).

When a speaker utilizes one language extensively, they may support a message in which some aspects of another language are used (Thao et al, 2020:93). The technique of merging two or more programming languages is known as code mixing. When utilizing two programming languages together, code mixing is a common interaction effect that depicts how the languages migrate from one to another. Bilingualism is a state in which one is capable of learning and communicating in two languages, whereas multilingualism is a state in which one is capable of learning and communicating in many languages. Also known as code fusion, code mixing is a communication technique in which two programming languages are mixed by a speaker while conversing with others.

This same occurrence appears on popular YouTuber, in Indonesia - Boy William. In Boy William's video, the researchers noticed that he regularly combines code words, both in Indonesian and English, due to the fact that they couldn't locate two phrases that had the same meaning. Sukrisna (2019:5) quotes Hocket (1958:404) who claims that previous generations used to code mixing in their speech because they believe that mixing different languages will help to make them look more important. The sentences were not found in the code-mixing. Hocket (1958:404) in Sinaga (2020:2) explained code mixing has become a phenomenon in social media, code mixing could happen in one-way communication where usually used to inform, entertain or persuade.

As an example, the researchers provided a real-life scenario in the caption which depicts the usage of language in between them and that serves as an illustration of code mixing. First, here are some examples:

Setiap pagi aku selalu *breakfast* disini sendiri.

Kadang aku lagi pengen *a moment to my self* disini.

Kamu sudah *nge-save* nomor aku di ingatan kamu ya.

Indonesian-English (but within one sentence) are a perfect example of code mixing since words are interspersed in two distinct languages, both of which are used in the code. The first line is "Setiap pagi aku selalu menuruti saran untuk membuat kopi di sini" and Intra-Sentential Code Mixing (ISCM) is used. The *Word Level Code Mixing* is employed (WLCM). The second sentence describes me when I want to be alone: Kadang aku lagi pengen, tiba-tiba aku lagi pengen a time to myself (ISCM) and *Phrase Level Code Mixing* (PLCM). Code mix type is *Intra-Lexical Code Mixing* (ILCM) and *Baster Level Code Mixing* (BLCM).

Sukrisna did the study (2019). "An investigation of Code Mixing on Atta Halilintar's Video Youtube Channel" was the topic of a recent study paper. Code flipping and code mixing is a recent phenomenon, especially among younger people. Code mixing, known as code switching, is a normal process for them. They believe that

using other languages in their speech will enhance their image. He looked for Hoffman's proposal, as well as other researchers, for Suwito's notion of code mixing.

In this research, the researchers zeroed in on Cinta Laura Kiehl's interview on Boy William Youtube Channel to analyze the degree and variety of code mixing employed in the video. The analysis in this study is really comparable to earlier studies, which have assessed the types and amounts of code mixing. Researchers Hoffman and Suwito presented a mix of coding languages in order to discover the nature of Code Mixing. It is thought that when people mix languages in their expressions, due of the lack of common terms, people come to believe their language expression is more prestigious.

In view of the above information, the researchers surmise that code mixing research from Indonesia to English is used on the Boy William Youtube Channel, because they have found many different and complex levels of code mixing, including type and level of code mixing, in conversational interviews on the video.

Methodology

Design of the Research

This research used qualitative research method. According to Creswell (2018:183), qualitative research is a means for exploring and understanding the meaning individuals or groups ascribe to a social or human problem. Creswell (2018:190) also added a final category of qualitative data consists of qualitative audio and visual materials. This data may take the form of photographs, art objects, videotapes, or any forms of sound. Moleong in Sukrisna (2019) states that qualitative research is a research procedure that produces descriptive data where the available data is obtained through written or oral words from people and their behavior, the results of the collect data will be examined, in other words qualitative analysis emphasizes the degree of information obtained by researcher.

According to Licoln (2009) in Sukrisna (2019:38), qualitative research is obtaining data from various aspects related to data obtained through research conduct by researcher themselves. Keywords that are correlated in a qualitative way include complexity, contextual, exploration, discovery, and inductive logic. This means that qualitative research studies something from its natural point of view, translate it, and see phenomena in terms of meaning as understood by humans. In other words research can qualitatively research the real side of the world, discover how people overcome something and thrive in the situation that describes contextual human life.

Data and Source of the Research

Data is empirical facts that collected by researchers for interest in solving problems or answer research questions. Data research can come from various sources collected with using various techniques during research activities take place. According to Silaban and Marpaung (2020:28), the data source is the subject from which the data can be obtained.

According to Suryabrata (1987:93), the source of data in the research is the subject from which the data can be obtained. In this research there are two sources of data, namely: Primary data sources and Secondary data sources. Primary data is namely data directly collected by researcher (or officer) from the original source. Secondary data sources is directly collected by researcher as a support from the first source. Can also is said to be data arranged in the form of documents. In this research, documentation and questionnaires are sources of secondary data.

The data source was obtained from videos downloaded from YouTube, namely Boy William's YouTube Channel, a place that provides information for research. In this research, the data source is utterances sentences of Cinta Laura Kiehl and Boy William who mixed the code to collect the required data the title "Intip Rumahnya Cinta Laura Kiehl! TERNYATA #DibalikPintu, Berhentinya Cinta Laura Kiehl Didunia Musik Karena Trauma? #DrinkWithBoy".

<https://youtu.be/cax7THHEDlo> , <https://youtu.be/dOB--lzk2Ko>.

The researchers chose this object, because they observed that code mixing has now become a trend or style of speech on social media, notably *YouTube*, as many Indonesians utilize more than one language to communicate. So the researchers chose this object because after people watched *YouTube* videos containing English containing code mixing, many were interested in English and had English conversations with code mixing in English in the millennial era, so that with the lack of content on YouTube it could stimulate the desire to use and practice English and has also created many opportunities for access to information, knowledge, and learning.

Technique of Data Collection

Data can be gathered in a variety of methods, such as collecting documents, observing things, conducting testing, having interviews, and running questionnaires. In this research, documentation method was used to collect the data. Documentation method is a recording of event which already happened in the past. There are three types in documentation method such as written document (including diary, life history, biography, etc), picture document (including picture, sketch, moving picture (video), and so on), and art works document (including picture, statue, movie and so on). Researcher analyzed 65 data in this research because only 65 data contained the type of code mixing based on Hoffman's theory and level code mixing based on Suwito's theory.

The documentation approach reveals that it is extracting data from textual papers, graphical documents, and artwork-related materials. Each datum extracted using the documentation method has a different method. The method used in this research is documentation. This method is because the data source is taken from the Boy William video YouTube channel. The video was used to collaborate with Cinta Laura Kiehl and Boy William in a video containing the mixing code.

In data collection, there are several stages carried out by researchers, namely as follows:

1. Searching YouTube and open video to be analysis.
2. Downloading the video Youtube and watched the video to be analysis.
3. Noting some transcripts that will be analysis on the video.
4. Selecting the Indonesian-English Code Mixing by reading the copies of several conversational transcripts.
5. Classifying the data based on the type and level of code-mixing

Technique of Data Analysis

In the methodologies used in data analysis, the researchers implemented content analysis as well, since they collected as well as analyzed data in order to obtain study results. In Sukrisna (2019:40), Leedy and Ormrod assert that it is content the body contents of a particular fabric for the goal of discerning patterns, themes, or bias may be the target of an in-depth analysis.

Studies on content analysis, including studies on human communication styles, can also be performed on printed media such as books, newspapers, personal journals, government documents, films, television, music, voice communication transcripts, and on the internet through journal postings and on a message board (Ormrod, 2015). Since, researchers reviewed videos and transcripts provided by researchers, they employed content analysis as a tool in data analysis. In this study, many techniques were employed to explore data, as follows:

1. To begin, the researchers looked at the mixing code's kind and intensity. Researchers have mixed code in this way to apply Hoffman's theory. For instance, mixing intra-sentential codes, mixing intra-lexical codes, and introducing pronunciation variations is an example of using Hoffman's theory. While mixing words, phrases, baster, repetition, idioms, and clauses with Suwito's theory, the researchers utilized Suwito's words, phrases, baster, repetition, idioms, and clauses.
2. Second, the researchers created a table to classify each type and level of code mix that appeared on the video.
3. The researchers found the Sudijono formula in a movie and utilized it to compute the number of types and degrees of mixing code that appeared in the video.

$$P = \frac{F}{N} \times 100\%$$

Note:

P = Percentage

F = Frequency

N = Number of Cases

4. After this, the researchers drew their conclusions on the study of the video and figured out which varieties and levels of code-mixing were found on it.
5. Finally, the researchers addressed the several code mixing strategies that arise in videos.

Research Findings

There are two research findings in this research, namely to find out the types of code mixing and the levels of code mixing used by Cinta Laura Kiehl on Boy William's *YouTube* channel.

Types of Code Mixing

Code mixing can be characterized by a theory proposed by John Hoffman, known as code mixing. His hypothesis can be separated into three separate categories: *Intra-Sentential Code Mixing*, *Intra-Lexical Code Mixing*, and changes in pronunciation. Code-mixing that occurs within phrases, clauses, or sentence borders is the first type of code-mixing that occurs intra-sententially. Two, Code mixing done by humans when they place official language affixation in foreign language in speech is code mixing done intra-lexically. In contrast, the latter consists of a shift in pronunciation. This phonological level type is found.

Table 1.

Finding the Data in the Types of Code Mixing

No	Types of Code Mixing	Frequency	Percentage (%)
1	Intra-sentential of code mixing	63	96.92%
2	Intra-lexical of code mixing	2	3.08%
3	Involving a change of pronunciation	0	0%
Total			100%

From the results of the analysis using Hoffman's theory in grouping the types of code-mixing and after calculating the percentage with using the formula proposed by Sudijono, the researcher concludes that most types of code-mixing that occur in videos are intra-sentential of code-mixing 63 data, the second type is intra-lexical from code-mixing 2 data and the last one the percentage involving a change of pronunciation, because the researcher did not find any data which are indicated as involving a change of pronunciation.

Levels of Code Mixing

This study used Suwito's theory, which consists of six elements: word level, phrase level, sentence level, baster level, reduplication level, and idioms level.

Table 2.

Finding the Data in the Levels of Code Mixing

No	Levels of Code Mixing	Frequency	Percentage (%)
1	Word Level	18	27.69%
2	Phrase Level	30	46.15%
3	Clause Level	15	23.08%
4	Baster Level	2	3.08%
5	Reduplication Level	0	0%
6	Idioms Level	0	0%
Total			100%

From the results of the analysis using Suwito's theory in grouping the levels of code-mixing and after calculating the percentage with using the formula proposed by Sudijono, the researcher concludes that most levels of code-mixing that occur in videos are phrases level 30 data, word level 18 data, clauses level 15 data, baster level 2 data, and the lowest was reduplication and idiom level because the researcher did not find the data shown.

Discussion

Nowadays many people have conversations with each other using more than one language. They choose different codes in different situations. A code refers to a variation or style of language. One variety of language is code mixing. The use of code mixing is easy to find in a communication. Code mixing is the use of two or more languages, or two language variants in a speech community. In this study, the researcher analyzed the code mixing used by Cinta Laura Kiehl on the Boy William Youtube Channel. The type of research used is qualitative research. Researchers found types of code mixing based on Hoffman's theory and levels of code mixing based on Suwito's theory.

The researchers reviewed the data, after which they talked about everything contained in the data and worked out the research topic. The researchers analyzed 65 data samples of code mixing that occurred in movies. This involved: intracrystalline code mixing (96.92%), intra-lexical code mixing (3.08%), and zero pronunciation change (0%). the researchers found that the majority of code mixing in movies falls into the following four categories: nouns (27.69%), phrases (46.15%), clauses (23.08%), and baster (3.08%), reduplication 0%, and the last is idioms level 0%.

Based on the findings, the researcher discovered many discrepancies from earlier investigations. The findings of Sukrisna (2019), who is a student of Raden Intan State Islamic University Lampung, indicated that code mixing was used on Halilinta's YouTube channel. To find out which sorts and amounts of code mixing appeared on Atta Halilintar's YouTube channel, this investigation was conducted. This research was descriptive qualitative method and the human research is the main instrument of this research. In collecting the data, this research utilized documentation method Then, the result of types and levels of code mixing were counted by using Sudjiono's formula.

In this research, the researcher focused on analyzing the used of code mixing in the interview of Cinta Laura Kiehl in Boy William Youtube Channel, precisely in the type and level of the code mixing. Actually, there are similarities between this research and previous research, researcher focused on analyzing the types and levels of code mixing. The researcher looked for the type of Code Mixing proposed by Hoffman and the researcher also looked for the level Code Mixing using Suwito's theory. Researcher found the problem that people think when they mix language with other languages in their expressions because they could not find words that had similar meanings in their language and they will appear more prestigious.

Conclusions

The researchers' results and discussions led to the following conclusions: The goal of this study is to identify the many forms of code mixing. Boy William's YouTube channel video was examined using Hoffman's theory, and the results supported the theory, leading to the development of the intra-sentential code-mixing, inter-lexical code-mixing, and pronunciation-related code-mixing classifications. In varieties of video mixing code, the concludes that most types of code-mixing that occur in videos are intra-sentential of code-mixing 63 data, the second type is intra-lexical from code-mixing 2 data and the last one the percentage involving a change of pronunciation, because the researcher did not find any data which are indicated as involving a change of pronunciation.

Researchers determined that Boy William's YouTube video channel contained some code mixing. Using the idea of Hoffman and Suwito, the data is categorised into various types and levels of code mih to gain an understanding of the extent of code mixing. Codes are separated into six levels: word-level, phrase-level, baster-level, clause-level, reduplication-level, and idioms-level. Concluded that the most levels of code-mixing that occur in videos are phrases level 30 data, word level 18 data, clauses level 15 data, baster level 2 data, and the lowest was reduplication and idiom level because the researcher did not find the data shown.



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