An Analysis of Code Mixing Used by Maudy Ayunda on Her Youtube Channel

Indra Fahlefi¹, Novitri², Zaldi Harfal³
1,2,3Universitas Riau, Indonesi
E-mail: indra.fahlefi5442@student.unri.ac.id, novitri.syam@lecturer.ac.id , zaldi.harfal@lecturer.ac.id

Article Info	Abstract
	This study aimed to identify and analyze the types and functions of code mixing used by Maudy Ayunda on Her YouTube Channel. Using a qualitative descriptive research design, it consist of 15 videos from Maudy's YouTube channel. Data was collected through observation and documentation techniques, and analyzed using Hoffmann's (1991) theory to determine the types of code mixing, and Hoffmann (1991), Saville-Troike (1986), and Holmes (2013) theories to identify the functions of code mixing. The findings showed that most frequently used types of code mixing was intra-sentential code mixing. Followed by Intra-lexical code mixing and Involving a change of pronounciation was not found in the videos. The function of emphasis was the most common function found in the videos, followed by Lexical Needs, Quoting Somebody Else, Repitition Use for Clarificayion, Talking about Particualr Topic, and Being Emphatic about Something. There are three functions which is not found on Muady's videos are interjection, Expressing Group Identity or Solidarity, and Clarifying the Speech for the Interluctor. These findings suggest the importance of considering sociolinguistic factors in language education.

Artikel Info	Abstrak
	Penelitian ini bertujuan untuk mengidentifikasi dan menganalisis jenis dan fungsi campur kode yang digunakan oleh Maudy Ayunda dalam Channel YouTube-nya. Penelitian ini menggunakan desain penelitian deskriptif kualitatif dengan menggunakan 15 video dari saluran YouTube Maudy. Data dikumpulkan melalui teknik observasi dan dokumentasi, dan dianalisis menggunakan teori Hoffmann (1991) untuk menentukan jenis-jenis campur kode, dan teori Hoffmann (1991), Saville-Troike (1986), dan Holmes (2013) untuk mengidentifikasi fungsi campur kode. Hasil penelitian menunjukkan bahwa jenis campur kode yang paling sering digunakan adalah campur kode intra-sentential. Diikuti oleh campur kode intra-leksikal dan campur kode yang melibatkan perubahan pelafalan tidak ditemukan dalam video. Fungsi penekanan adalah fungsi yang paling sering ditemukan dalam video, diikuti oleh Kebutuhan Leksikal, Mengutip Orang Lain, Penggunaan Repetisi untuk Memperjelas, Membicarakan Topik Partikular, dan Menjadi Empati tentang Sesuatu. Ada tiga fungsi yang tidak ditemukan dalam video Muady, yaitu Interjeksi, Mengekspresikan Identitas Kelompok atau Solidaritas, dan Memperjelas Tuturan untuk Interluktor. Temuan ini menunjukkan pentingnya mempertimbangkan faktor sosiolinguistik dalam pendidikan bahasa.

I. INTRODUCTION

Language is one of the tools that humans frequently use to communicate with one another in order to establish interactions and help humans socialize, as explained in the Kamus Besar Bahasa Indonesia (KBBI). One of the branches of linguistics that deals with the relationship between language and society is sociolinguistics. Sociolinguistics is an interdisciplinary science that studies linguistic problems in relation to social, situational, and cultural factors. Language research is linked to societal conditions (Mustakim, Saman, and Salem, 2014). Indonesia is a multi-ethnic country with many languages, so there are many languages in Indonesia. This is

what leads to the formation of a bilingual or multilingual society, defined by the presence of two or more languages (Rahmadani, Tarmini, and Karomani, 2015). This can be based on the results of SwiftKey's research on language users in the world in 2015 (Republika, March 18, 2015) which found 57.3 percent of the Indonesian population are bilingual and 17.4 percent of the population speak trilingual.

Based on these data, Indonesia is the third ranked for countries with bilingual population and first for trilinguals country. Bilingual is a person's ability to master two languages, while trilingual masters more than one language. As proposed by Mackey (1970) bilingualism is the

alternative use of two languages by the same individual. Meanwhile, according to Wardaugh (2006: 11) bilinguals are speakers who have ability to use more than one language. The use of bilingualism that often occurs in society is caused by the existence of a language contact. With this language contact, there will be mutual influence between one individual's language and another individual's language, either directly or indirectly. This event will cause code mixing and even code switching.

The term of code mixing, by Wardaugh (2006) is stated as a conversation that uses two languages together insofar as speakers change from one language to a second language in one utterance. Muysken (2000) uses the term 'code mixing' to describe a situation where there are combinations of lexical and grammatical features of different languages in one sentence. Thus, code mixing refers to the event of mixing two languages in one utterance. This phenomenon occurs when a speaker of the dominant language uses language supporting utterances interspersed with elements of other languages. Usually, code mixing occurs related to the characteristics of speakers, such as social background, educational level, and religious enthusiasm (Sindoro, Kelvin, & Setiawan, 2018). People use code mixing for various reasons, depending on their social and linguistic context. In multilinguals communties, individuals may switch between languages to express themselves more effectively or efficiently and also it can facilitate communication and enhance understanding between speakers who have different linguistic backgrounds.

One person who often used code mixing in her Youtube video is Maudy Ayunda. She is a graduate of the Stanford University in America. This is what makes her often use code mixing in her daily life. Maudy's intellect and passion for knowledge are evident in her thought-provoking interviews and her involvement in various social causes. She uses her platform to raise awareness about important issues and inspire positive change among her fans and followers. Her code mixing style is seen as a reflection of her cosmopolitan and multicultural upbringing, as well as her identity as a young Indonesian artist with a global outlook. Maudy's code mixing has become a distinctive aspect of her communication style and has contributed to her popularity among younger generations who admire her creativity, talent, and activism. This is what made researchers interested in using Maudy Ayunda's YouTube channel as a research subject because of her ability to use two languages and attract a lot of audience interest, especially teenagers, where they can learn from Maudy's videos.

Based on the explanation above, it is explained the reason of people's use code mixing is because it's a flexible and adaptive linguistic strategy that serves their communication needs, facilitates social interaction, and reflects their diverse cultural and lingusitic backgrounds. Nowdays a lot of people use a youtube as a media to express their billingualism ability through a video like a daily vlog, or a video that discuss about the latest news, which in turn gives rise to language phenomena that can be analyzed.

It also the reason why this topic had chosen is to make people more familiar with the type and reason of code- mixing since they are familiar and used to it but most of them are not knowing the types and reason behind what they have done unintentionally.

II. METHOD

This study employed a decriptive qualitative research design was conducted from January to March 2024 in Pekanbaru. The sample of the study consisted of 15 videos from Maudy Ayunda's YouTube channel. Data were collected through observation and documentation techniques. The researcher looked for several sorts of code mixing and examined the function of code mixing in Maudy Ayunda's utterance. The Researcher examined a video to determine the different types and functions of code mixing

The documentation approach was utilized to collect data for this study. The following actions were taken by the researcher when collecting data: 1)First, the Researcher watched the video several times; 2)Then, the Researcher typed the transcript of the utterance on the video; 3)Next, the Researcher identified the code mixing by reading the transcript; 4)The Researcher created a group of the data that had been identified; and 5)Finally, the Researcher classified the data based on the types and functions of code mixing.

The data was analyzed based on Hoffmann's (1991) theory, which outline three different types of code mixing: those intra-sentential code mixing, intra-lexical code mixing, and involving a change of pronounciation. To analyze the functions of code mixing, the researcher used Hoffmann's theory (1991), which being emphatic about something, talking about particular topic, quoting somebody else, repetition used for clarification, interjection, clarifying the speech content for the interloctur, and expressing group

identity or solidarity. However, Hoffmann's theory can not encompass all findings, the researcher added Holmes's theory (2013) to analyzed the function of emphasis, and Saville-Troike's theory (1986) theory was used for the lexical need functions.

III. RESULTS AND DISCUSSION
A. Results

The data collected from the research samples. The sample consisted of 15 videos from Maudy Ayunda's YouTube channel. The findings presented focus on the types and the functions of code mixing. The data were collected from the video containing code mixing from Maudy Ayunda. In this study, Maudy used informal language while talking on the video. The presentation of the data will present the table of code mixing and functions from Maudy Ayunda's video.

Table 1. Functions of Code Mixing

Types of Code Mixing	Total	Percentage
Intra-sentential code mixing	597	92,8%
Intra-lexical code mixing	46	7,2 %
Involing of Changing Pronounciation	0	0
TOTAL	643 occurrences	

Sumber: (the data above collected from 15 videos of Maudy Ayunda on her youtube channel)

Table above indicates that the most prevalent type of code mixing utilized by Maudy Ayunda in her videos is intra-sentential code mixing with 597 occurances (92,8%) from 643 occurances. Followed by Intra-lexical code mixing with 46 occurances (7,2%) from 643 occurances and Involving a Change of Pronounciation was not found on Maudy Ayunda's videos. It can be concluded that she frequently employs the simplest form of code mixing, which is in the form of words and phrases.

Table 2. Types of Code Mixing

Functions of Code Mixing	Total Occurances	Percentage
Emphasis	261 occurances	50 %
Lexical Needs	240 occurances	46 %
Quoting somebody Else	8 occurances	1,5 %
Repitition used for Clarificatioon	4 occurances	0,8 %
Talking about particular topic	3 occurances	0,6 %
Being emphatic about something	1 occurances	0,2 %
Interjection	0	0
Expressing Group Identity or Solidarity	0	0
Clarifying the Speech for the Interloctur	0	0
Total	520 Occurances	

A review of the data in the table above reveals that Maudy Ayunda employed code mixing in six distinct functions. It can be concluded that the emphasis function represents the highest percentage of code mixing compared to other functions with 50% percentage, followed by Lexical Needs 46%, Quoting Somebody Else 1,5%, Repetition Used for Clarification 0,8%, Talking about particular topic 0,6% and Being Emphatic about Something with 0,2% percentage. There three function which not found in Maudy Ayunda's video are Interjection, Expressing Group Identity or Solidarity and Clarifying the Speech for the Interloctur.

B. Discussion

The findings of this study indicate that the most prevalent type of code mixing observed in Muady Ayunda's videos is intra-sentential code mixing. This result corroborates the findings of Aloysius Rangga Aditya Nalendra, M. Khoirunnada, and Maisaroh (2017) regarding "Code-Switching and Code Mixing in Television Talk Shows on Internet Television." Two television talk shows were analyzed: "Breakout Top 20 Chart" and "Sarah Sechan." The findings indicate that the most frequently utilized form of code-switching in both talk shows is intra-sentential code mixing.

The second most prevalent type identified in this study is intra-lexical code mixing. This finding corroborates Enggar Mulyajati's (2023) finding that code mixing is prevalent in Deddy Corbuzier's videos. Additionally, Enggar Mulyajati's (2023) findings indicated that the second most prevalent type observed in Deddy Corbuzier's videos is intra-lexical code mixing. Although the subjects of the two studies differ, the results indicate that the second most prevalent type is intra-lexical code mixing.

The study indicates that the most prevalent function is that of emphasis. This finding corroborates Cintia Pratama's (2023) assertion that code mixing can be employed to emphasize specific phrases within a sentence. In addition to the aforementioned functions, the researcher also identified a lexical need function. The other functions of code mixing identified in this study include repetition for clarification, discussion of a specific topic, quoting another source, and emphasis on a

particular point. The findings of Masruroh and Rini (2021) on code mixing and code switching in drama performance are not relevant to the current study. The researchers demonstrated that the functions of code mixing in their findings were repetition and message qualification. Furthermore, the study identified the functions of code mixing in terms of expression. The disparate subject matter and theoretical frameworks employed in the analysis of the data yielded disparate results.

IV. CONCLUSION AND SUGGESTION
A. Conclusion

This study has examined the types and functions of code mixing utilized by Maudy Ayunda on her YouTube channel. The analysis was conducted using the following sources: Hoffmann (1991), Saville-Troike (1986), and Holmes (2013). The findings indicate that intra-sentential code mixing was the most frequently used type of code mixing with 597 occurance from 15 videos (92,8%), followed by intra-lexical code mixing with 46 occurances (7,2%), and involved a change in pronunciation which not found on Maudy Ayunda's videos. The most prevalent function of code mixing was to convey emphasis with 261 occurances (50%), followed by Lexical Needs with 240 occurances (46%), Quoting Somebody Else with 8 occurances (1,5%), Repetition Used for Clarification with 4 occurance (0,8%), Talking about a particular topic with 3 occurances (0,6%), and Being Emphatic about Something with 1 occurance (0,2%). There are three functions which is not found on Maudy's videos are Interjection, Expressing Group Identity or Solidarity, and Clarifying the Speech Content fot the Interlocutor.

B. Suggestion

The study's findings indicate that for the future research, it is recommended that investigators examine code mixing on other social media platforms, such as Instagram, X, and TikTok, with different figures. And for Maudy Ayunda should continue her current approach. This knowledge can assist viewers in employing code mixing in an effective and appropriate manner in their daily lives.

REFERENCES

Masruroh, A., & Haryanto, S. (2021). *Code Mixing Used By David Andrew Jepchott On Londo Kampung's Youtube Channel* (Doctoral dissertation, Universitas Muhammadiyah Surakarta).

Nainggolan, M. (2021). *Code Mixing of Sipituhuta Language in Merek Wedding Ceremony* (Doctoral dissertation, Universitas Negeri Medan).

Nalendra, A. R. A., Khoirunnada, M., & Maisaroh, M. (2017). Code-Switching And Code Mixing In Tv Talk Show At Net Tv. *Progressive Journal*, *12*(2), 95-100.

Nasution, Q. I. P., Harahap, M. A. R., & Maureen, G. An Analysis of Code Mixing and Code Switching Used in Deddy Corbuzier Video Podcast.

Nirmala, S. D. (2021, December). An Analysis of Code Mixing and Code Switching Used in "Rudi Habibie" Movie. In *Proceeding of Conference on English Language Teaching, Applied Linguistics, and Literature* (Vol. 1, pp. 171-184).

Rianda, D. (2017). *Code switching and code mixing used by Boy William in Breakout Music Program at NET TV* (Doctoral dissertation, IAIN Palangka Raya).

Risliyanti, I., Sitepu, S. S. W., & Tampubolon, M. A. Code-Mixing in Indonesian Selebgram's Caption in Instagram.

Robiatul, N. (2017). Peristiwa Pengalihan Kode Yang Terjadi Dalam Media Sosial Video Blogging (VLOG). *Bahastra: Jurnal Pendidikan Bahasa dan Sastra Indonesia*, *2*(1).

Saputri, N., & Salim, A. (2022). The Analysis of Code-Mixing in an English Learning Platform on Youtube. *LETS: Journal of Linguistics and English Teaching Studies*, *4*(1), 56-61.

Saraswati, N. K. D., Suarnajaya, I. W., & Putra, I. N. A. J. (2022). Code Mixing Used by Beauty Vloggers. *Lingua Scientia*, *29*(2), 71-76.

Sari, D. M. (2013). *An Analysis of Code Switching and Code Mixing Used in a Talk Show Hitam Putih* (Doctoral dissertation, Universitas Sumatera Utara).

Sari, S. W., & Kusumawardhani, P. (2021). Recognizing Code Switching and Code Mixing in Talk Show Catatan Najwa with

Maudy Ayunda on Youtube. *International Journal of English and Applied Linguistics (IJEAL)*, *1*(2), 105-116.

Silaban, S., & Marpaung, T. I. (2020). An analysis of code-mixing and code-switching used by Indonesia Lawyers Club on TV One. *Journal of English Teaching as a Foreign Language*, *6*(3), 1-17.

Siregar, I., & Sosrohadi, S. (2021). Analysis of Code Mixing in Jerome Polin Youtube Content "Nihongo Mantappu". *International Journal of Linguistics, Literature and Translation*, *4*(12), 01-08.

Sistajati, I. A. A. P. (2021). *The Analysis of Code-Switching and Code-Mixing Used by Indonesian Youtubers* (Doctoral dissertation, Universitas Pendidikan Ganesha).

Stepani, D., Sari, L., & Dwi, M. (2022). Analisis Alih Kode dan Campur Kode Dalam Konten Youtube Naura Ayu "Sering di Bully Membuat Cinta Laura Menerima Dirinya Sendiri I Naw You Tell Me! Eps 12 ". *Didaktik: Jurnal Ilmiah PGSD STKIP Subang*, *8*(2), 2306-2317.

Sukrisna, A. (2019). An analysis of using code mixing on atta halilintar's video youtube channel (Doctoral dissertation, UIN Raden Intan Lampung).

Suwarna, D. (2022). Fenomena Alih Kode dan Campur Kode pada Tindak Tutur Anak Muda Indonesia: Studi Kasus Wawancara Anindita Hidayat di Kanal Youtube TruezID Indonesia. *Jurnal Salaka: Jurnal Bahasa, Sastra, dan Budaya Indonesia*, *4*(1), 22-26.

TRI, W. S. (2022). An Analysis of Code Mixing Found in Nessie Judge Youtube Channel (Doctoral dissertation, UIN Raden Intan Lampung).

Triyadi, S., & Pratiwi, W. D. (2022). Alih Kode dan Campur Kode dalam Video Youtube Jerome Polin Bersama Chef Arnold serta Relevansinya Sebagai Bahan Ajar Teks Anekdot di Sekolah Menengah Atas. *Jurnal Onoma: Pendidikan, Bahasa, dan Sastra*, *8*(2), 726-737.

Yanto, Y. B., & Nurzaman, B. (2022). Kajian Sosiolinguisitk Alih Kode dan Campur Kode Pada Video Pembelajaran Teks Deskripsi Yang Disajikan Dalam Media Youtube. *Triangulasi: Jurnal Pendidikan Kebahasaan, Kesastraan, Dan Pembelajaran*, *2*(1), 29-39.

Yusnida, D., & Muliawati, I. (2021). Code-Mixing on Social Media: A Case Study among Acehnese Youngsters. *Proceedings of AICS-Social Sciences*, *11*, 37-42.