CODE MIXING IN *SELEB ENGLISH* VIDEO CONTENT ON YOUTUBE

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ABSTRACT

Code mixing usage can easily be found in everyday use for public communication, both in formal and non-formal contexts. In this millennial era, code mixing is commonly found in social media, particularly in YouTube. In Indonesia, the video creators or usually called as YouTubers sometimes mix their languages, and the commonly mixed languages used are Indonesian and English. Considering the previously mentioned phenomena, this research focuses on analyzing and observing the code mixing on YouTube entitled *Seleb English* by Sacha Stevenson. The researchers applied qualitative method because the data of this study were described by looking at the reality that occurred in the form of oral language. What is more, the data were then analyzed and interpreted objectively in the forms of words and languages. The purposes of this study were to find out the types of code mixing, this was answered by using Muysken's theory (2000) and in order to determine the reasons of using code mixing, Hoffmans's theory (1991) was applied. Based on the result of this research, it is found that there are three types of code mixing such as insertion, alternation, and congruent lexicalization. In addition, the researchers found that the reasons of using code mixing in *Seleb English* are talking about a particular topic, being emphatic about something (express solidarity), interjection, repetition used for clarification, and expressing group identity. Therefore, code mixing as a language phenomenon is not only found in real life, but also in digital context.

Key words: Sociolinguistics, Code, Code Mixing, *Seleb English*

ABSTRAK

Penggunaan campur kode dapat ditemukan dalam komunikasi publik, terutama komunikasi sehari-hari dalam bahasa formal dan non-formal dalam komunikasi. Dan juga campur kode dapat mengembangkan bahasa dengan menggunakan lebih dari satu bahasa. Di era milenial ini, campur kode sering ditemukan di media sosial, terutama di YouTube. Mempertimbangkan fenomena yang disebutkan sebelumnya, penelitian ini berfokus pada analisis dan mengamati campur kode di YouTube yang

berjudul Seleb English oleh Sacha Stevenson. Peneliti menggunakan metode deskriptif kualitatif karena data penelitian ini dideskripsikan dengan melihat kenyataan yang terjadi dalam bentuk bahasa lisan, kemudian dianalisis dan ditafsirkan secara obyektif yang kemudian ditulis dengan deskripsi dalam bentuk kata-kata dan bahasa. Tujuan dari penelitian ini adalah untuk mengetahui jenis dan untuk menentukan alasan menggunakan campur kode berdasarkan jenis teori dari Muysken (2000) dan teori Hoffman tentang alasan (1991). Berdasarkan hasil penelitian ini, ditemukan bahwa ada tiga jenis tipe dari campur kode seperti penyisipan, peralihan, dan leksikalisasi kongruen. Selain itu, peneliti menemukan bahwa alasan menggunakan campur kode di Seleb English adalah berbicara tentang topik tertentu, empati terhadap sesuatu (mengekspresikan solidaritas), kata seru, pengulangan digunakan untuk klarifikasi, dan mengekspresikan identitas kelompok.

Kata kunci*: Sosiolinguistik, Kode, Campur Kode, Seleb English*

A. INTRODUCTION

Language is a tool used to communicate and to convey our ideas. It is because language is involved in every feature of human experience, and it creates as well as reflects the representation of that experience. Therefore, it is impossible to visualize human being without language. According to Brown (2000: 17) language is a system of arbitrary conventionalized vocal, written and gesture symbols that enables members of a given community to communicate intelligibly with one another. Therefore language cannot be separated from human life, because human and language are inextricably connected in a way that language becomes the repository for human being to communicate.

Developing communicative competence in two or more languages gives an individual opportunity to express their feelings and thoughts and shape their identities. It also helps them satisfy their individual and social needs in the different context of the language used. One phenomenon that occurs in the field of sociolinguistics in bilingual or multilingual societies is code mixing. The phenomena of code mixing and code switching of languages have long intrigued scholars who have examined what triggers such occurrences (Muysken, 2000; Wei, in Claros & Neny: 2005).

In this millennial era, code mixing is generally found in YouTube. There are many content creators on YouTube who speak and use the language interchangeably. Further in this era more and more people in the world use internet to convey their opinions, feelings, and even their expressions of art through YouTube. YouTube has become the fourth most visited website in the world instead of Facebook, Instagram, and Twitter (Huda, 2017).

YouTube is the social media in which people can share videos, audios, films, songs and more. The successful social media that provides an

opportunity to broadcast video content online is YouTube. YouTube exists since 2005. In YouTube, people, from kid to adult, can find everything they want to explore supported by audio and visualization. Those who love to share their videos through their channel are named Content Creator. The more viewers they get the more famous they will be. By having a YouTube channel, content creator can upload everything they want to convey to the viewers. While, the viewers can choose selectively what they want to watch and what information they want to get.

One of the well-known content creators in YouTube is Sacha Stevenson. She gets 867,865 subscribers in her channel. Sacha Stevenson was born in Halifax, Nova Scotia, Canada on 21 January 1982. However, she has been living in Indonesia since 2009. One of the efforts she does to make the contents interesting is using code mixing in Indonesian or Indonesian local language, because the majority of her viewer is Indonesian. She usually speaks in two languages: English and Indonesian language. It can be said that she is very fluent both in English and Indonesian language. Most of her videos in YouTube contain mix language of English and Indonesian language, entitled *Seleb English*. She usually adds Indonesian language in a video that is mostly English and vice versa.

Seleb English is a video content in YouTube created by Sacha Stevenson in her YouTube channel. In this content, she usually comments and fixes on how Indonesian celebrities use the language in their social media. Thus, it can be implied that Sacha Stevenson creates the content for specific purposes, they are: 1) She feels concerned about the grammar, and the pronunciation which is used by Indonesian native speakers. 2) She wants to improve English which has been mistakenly pronounced by Indonesian people. 3) She is a native speaker, so she feels more concerned with the language which is used by other people, particularly Indonesian people. 4) She wants to make sure that Indonesian influencers, public figures, and celebrities use correct English when they express their ideas in the social media both verbal or written language.

Considering the previously mentioned phenomena, this research focuses on analyzing and observing the code mixing on YouTube entitled *Seleb English* by Sacha Stevenson. The researchers chose these video content as the object of the study because these videos contain English and Indonesian language, and utilize the millennial era which now use a lot social media especially YouTube. In addition, there were six videos that became the focus in this research, these videos were chosen based on the consideration that they have the most viewers and the mos liked compared to the other videos created by Sacha Stevenson.

The objectives of this research were to find out the types of code mixing that occur in *Seleb English* and to determine Sacha Stevenson's reasons of using code mixing in *Seleb English* video content in her YouTube channel. The result of this research can be used as a reference for readers and other

researchers who are interested in analyzing, developing, and also teaching material study about code mixing.

B. RELATED THEORY

1. Sociolinguistics

Sociolinguistics is divided into two terms, sociology and linguistics. In the term sociolinguistics, the word socio is the main aspect in research and is a general feature of the field of science. Linguistics in this case also has a social character because language is also characterized by social, namely language and structure can only develop in a particular society. Sociolinguistics is a study related to the usage of language. The aim is to show the relation of language convention with other aspects from culture. This means that it is concerned with language which used for communication among different social groups of people in different social situation. An analysis on sociolinguistics approach is used by the researchers to carry out this research. The researchers starts from approach. Sociolinguistics is a branch of linguistics that studies something particularly significant between language and social community (Wardhaugh, 1998). And also, according to (Holmes, 1992) sociolinguistics is the study of the relationship between language and society. Therefore the relationship between language and social is inseparable. Socializing in any form must never be separated with language that can be communicated.

To sum up, sociolinguistics is the study of language in relation to society, sociology, and relation to language. And also can be understood as the branch of linguistics that studies something particularly significant between language and social community. Hence, the idea of sociolinguistics will be used as a basic concept to understand further about language and society which is then related to code mixing.

2. Code

Code refers to a variety of language. It can be referred to any kind of system that two or more people employ for communication (Wardhaugh, 1986: 86). According to Stockwell (2002) code is a system agreed which is used by at least two persons. Thus, people used code to communicate with others. Then, the concept of code has been defined as a system that is used in communication goals by the people. This system could be referred to language, dialect, register or style.

3. Code mixing

Code mixing is the utilization of two or more languages in a conversation. Code mixing occurs in a single sentence or utterance

without breaking the grammatical rules of the mind language. According to Muysken (2000) as quoted by Jendra (2010: 78) code mixing is referred to all cases where lexical items and grammatical features from two languages appear in one sentence. Furthermore, Wardhaugh (1992:106) explains that code mixing occurs when a conversant uses both languages together to the extent that they change from one language to the other in the course of single utterance.

4. The types of code mixing

The types of code mixing are insertion, alternation, and congruent lexicalization (Muysken's theory, 2000).

a. Insertion

According to Muysken (2000) this kind of code mixing is the situation when the speakers inserting short element such as words or phrases from one language into a structure from another language without altering the structure of the previous language. Muysken (2000: 61) mentions features of insertional code mixing are single constituents, nested a b a structure, and morphological integration.

1). Single constituent

Single constituent insertional code mixing is possibly to happen in word and phrase boundary. Single constituent appears as well defined constituent, different with lexicalization, single constituent insertional code mixing is simpler switched than the complicated congruent lexicalization.

2). Nested a b a

The nested a b a in insertional code mixing appears when in one sentence/utterance exist more than one constituent and the matrix language inserts in base language.

3). Morphological integration

Morphological integration is the last feature of insertional code mixing automatically when often happen in word case, like reduplication and affix word case.

b. Alternation

According to Muysken (2000) that it occurs when structures of two languages are alternated indistinctively both at the grammatical and

lexical level. Muysken (2000: 104) explained that there are three indicative reasons why the utterance called as alternational code mixing, they are embedding in discourse, doubling, and flagging.

1). Embedding in discourse

Embedding in discourse shows the mixed of clause in sentences/utterances begin with language A and ending with language B.

2). Doubling

Doubling is indicated of alternation, this characteristic usually exists when the same topic or lexical item appears in more than one times but with different code or language.

3). Flagging

Flagging is an indicative characteristic of alternation code mixing. Flagging is usually called dummy insertion.

c. Congruent lexicalization

Congruent lexicalization can be described that the grammatical structure of the sentence is shared by the language (Muysken, 2000).

5. The reason of using code mixing

There are number of reasons for bilingual or multilingual person to switch or mix their languages. Those are: talking about a particular topic, quoting somebody else, being empathic about something (express solidarity), interjection, repetition used for clarification, intention of clarifying the speech content for interlocutor, expressing group identity, (Hoffman, 1991:116).

a. Talking about a particular topic

Talking about the particular topic also used by the speaker when there is another topic discussed. People sometimes prefer to talk about a particular topic in one language rather than in another.

b. Quoting somebody else

Suggests that "people sometimes like to quote a famous expression or saying of some well-known figures" (Hoffman, 1991: 116). The purpose of quoting someone usually wants to give the impression, which may or may not be accurate.

c. Being emphatic about something (express solidarity)

As usual, when someone who is talking as a language that is not her/his native language suddenly wants to be emphatic about

something, the speaker either intentionally or unintentionally, will switch from her/his second language to her/his first language. On the other hand, the speaker switch from her/his second language to her/his first language because feels more convenient to be emphatic in his second language rather than in her/his first language. "He/she, either intentionally or unintentionally, will switch from his or her second language to his or her first language" (Hoffman, 1991).

d. Interjection

Hoffman (1991) suggests that "language switching and language mixing among bilingual or multilingual people can sometimes mark an interjection or sentence connector. It may happen unintentionally or intentionally". Interjection is inserting sentence fillers or sentence connector word or expression, which are insert into sentence to convey surprise, strong emotion, or to gain attention.

e. Repetition used for clarification

When bilingual/ multilingual talks to another bilingual/ multilingual, there will be lots of code switching and code mixing occurs (Hoffman, 1991). It means that to make the content of his speech run smoothly and understood by the listener. A message in one code is repeated in the other code in somewhat modified them. It means that to make the content of his speech run smoothly and understood by the listener.

f. Intention of Clarifying The Speech Content for Interlocutor

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g. Expressing Group Identity

Code switching and code mixing can also be used to express group identity. The ways of communication between academic people in their disciplinary groupings are obviously different from another group.

C. RESEARCH METHOD

1. Research design

This research is qualitative because the data of this study was described by looking at the reality that occurred in the form of oral language, then analyzed and interpreted objectively which was then written with descriptions in the form of words and languages. But it cannot be separated from doing a fact search with the right interpretation. And this research is targeted to describe the types of code mixing and the reasons of using code mixing which are conveyed by Sacha Stevenson's narrations.

2. Data and data source

There are two categories of the data in this research there are primary data and secondary data. The primary data sources include videos by Sacha Stevenson in the video content on YouTube entitled *Seleb English*. And the secondary data collection sources are books, websites, journals or articles which are related to this research to get the information of code mixing.

3. Research instrument

The research instrument of this qualitative research is the researchers. According to Barrett (2007) states that in interpreting qualitative data, the researchers has a significant role as primary instrument for making sense of the phenomenon under study.

4. Data collection

There are several phases in collecting the data, the first step is downloaded the six videos in *Seleb English* content, including three that have most viewers and three videos that are the most liked. The data were generated from https://www.youtube.com/user/sasaseno. After the six videos had been downloaded, the videos were watched to find the narrations which contained code mixing. Afterwards, some crucial narrations which might become the potential data were jotted down. The next important process was analyzing the data this was done by grouping the narrations based on the theory.

5. Data analysis

In this research, the researchers analyzed the data by applying qualitative research. According to Miles & Huberman (1994) categorize three steps in analyzing the qualitative data.

Figure 1 Components of Data Analysis: Interactive Model. (Miles and Huberman. 1994. An Expanded Sourcebook: Qualitative Data Analysis)
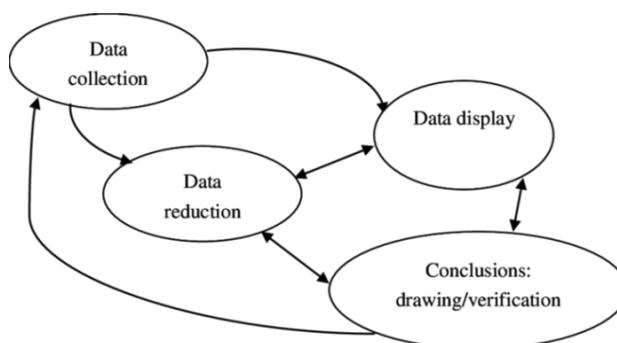
The first step is data reduction. Data reduction is the process of reducing data that occurs repeatedly. In this step the collected data will be selected, focused, simplified, abstracted, and transformed.

The next step in analyzing process is displaying the data (data display). Miles & Huberman (1994) state that data display is an organized, compressed assembly of information that permits conclusion drawing and action. By that statement, it can be concluded that in the process of displaying the data, the researchers has to choose an appropriate way to show the data according to what they will stick out into the conclusion. Therefore, the result of this research was displayed to find out the types of code mixing in *Seleb English* and to determine the reason of using code mixing in *Seleb English*.

And the last step of qualitative data analysis is conclusion drawing/verification. According to Miles & Huberman (1994), conclusion has been pictured by a researcher, from the first step of a research when the researchers decides a topic to be analyzed in his/her research.

D. FINDINGS AND DISCUSSIONS

1. The types of code mixing

Code mixing is divided into three types, there are: insertion, alternation, and congruent lexicalization (Muysken, 2000:1). In this research, the researchers found ninety six utterances of insertional code mixing, fifty three utterances of alternational code mixing, and eleven utterances of congruent lexicalization.

a. Insertion

In this type, the researchers found ninety five utterances of insertional code mixing. The sub types of insertion are follows:

1). Single constituent

The researchers found seventy three utterances of single constituent of insertional code mixing in words and phrases boundary. There are forty four English and twenty nine Indonesian language words/phrases found in the videos. One example of the data is described as follows:

Data No. 18 (00.02.22) of Insertion
"Saya sedikit takut bukan sama Agnez Mo tapi sama *fans*-nya"

The researchers concludes that the type of code mixing in this utterance is single constituent because from Muysken's theory this type refers to the situation where two languages share grammatical structures which can be filled lexically with elements from either language.

The word appears because the word '*fans*' is familiar especially Indonesian people. They will not be confused about the meaning of the word '*fans*' because this word is generally used in daily life. Therefore, the reason Sacha Stevenson mixed the language is include into talking about a particular topic because she wanted to make her utterance more comfortable and easy to express for herself or her viewers.

2). Nested a b a

In this research, the researchers found twenty two utterances that contain of code mixing, included: inserted seventeen utterances in English and inserted five utterances in Indonesian language. One example of the data is presented below:

Data No. 8 (00.07.38) of Insertion
"*So* gak usah pake *translator*, ini gua gitu lo"

Based on the data above, this utterance belonged to nested a b a of insertional code mixing, because the utterance inserted two words '*so*' and '*translator*'. This context told that Sacha Stevenson commented on Jokowi's speech. Sacha Stevenson suggested that

Jokowi not use translators when wanted to make speech. These words '*so*' and '*translator*' are chosen to help Indonesian people understand what she means, because these words quite comprehensible for Indonesian people.

The reason why Sacha Stevenson inserted the words is talking about a particular topic, because she wanted her viewers understand about the topic.

3). Morphological integration

The researchers found only one utterance in morphological integration of insertional code mixing of Sacha Stevenson's video content on her YouTube channel entitled *Seleb English*. One example of the data is described as follows:

Data No. 50 (00.08.21) of Insertion
"Tapi kalo baru terjadi *we don't say it hurts it hurts*"

Based on the data above, the context tells that Sacha Stevenson talks about how to learn the meaning from English to Indonesian language and also learn how to pronounce it in English. The word '*it hurts it hurts*' is a form of word reduplication, because the word is pronounced twice in the utterance that using Indonesian system and concept but pronounced in English.

Therefore the reason why Sacha Stevenson used word reduplication is Repetition Used for Clarification, however there is no reduplication in English word.

b. Alternation

In this type, the researchers found fifty three utterances of alternational code mixing. The sub types of alternation are follows:

1). Embedding in Discourse

In this research, the researchers found thirty seven utterances of embedding in discourse. One example of the data is presented below:

Data No. 8 (00.06.45) of Alternation
"Kalo orang gak ngerti pasti mereka nanya apa *and then you try to say it again in another way*"

Based on the data above, the context told that Sacha Stevenson suggested that to people to not be afraid of making mistake. Usually if people do not understand what other is people say, he/she will deliberately ask the meaning. Therefore she uses the utterance as the data above.

The reason why Sacha Stevenson switched begin in Indonesian language to English is being emphatic about something (express

solidarity). It is because she aims to show her sympathy and empathy towards Indonesian language.

2). Doubling

In this research, the researchers found nine utterances of doubling in alternational code mixing. One example of the data as follows:

Data No. 20 (00.00.24) of Alternation

"It got under my skin, *sedikit menganggu gitu*"

Based on the data above, the context tells that Sacha Stevenson when she wanted to comment on one of the video on YouTube because in the video it explained how to pronounce it correctly, and there was one pronunciation in the video that slightly disturbed hearing of Sacha Stevenson.

The reason why Sacha Stevenson explained again with same meaning in another language is include into repetition used for clarification because the phrase '*sedikit menganggu gitu*' is a repetition or explanation from the previous utterances '*it got under my skin*'. 'I*t got under my skin*' it means the same as '*it bothers/bothered me*' and also '*it annoys/annoyed me*'.

3). Flagging

In this research, the researchers found seven utterances of flagging in alternational code mixing. One example of the data is presented below:

Data No. 9 (00.07.19) of Alternation

"Terima kasih banyak sudah nonton *eemmm please leave your requests in the comment section below*"

Based on the data above, the context tells that Sacha Stevenson wants to close or end the episode in its video content on her YouTube channel. The data appears when she wants to continue the utterance from in Indonesian language and then she confused about what the utterance she should continue, therefore she continues in another language that she understands.

Therefore the reason of Sacha Stevenson used the utterance is because she being emphatic about something (express solidarity), which meant she felt much more convenient for saying in Indonesian language instead of in English.

c.   Congruent Lexicalization

The researchers found eleven utterances of congruent lexicalization in video content of Sacha Stevenson entitled *Seleb English*. One example of the data is described as follows:

Data No. 8 (00.00.15) of Congruent Lexicalization
"*The rules here are* sebelum nonton harus *kasih thumbs up*, harus *subscribe* terus harus kasih *request* dibawah, saya harus bongkar bahasa inggris siapa nantinya"

Based on the data, the context tells that Sacha Stevenson wanted to start the video episode by using code mixing in English to emphasize and inform the viewers that before watching must followed the rules such as giving her a thumbs up, must subscribe, and must request in the comment column to find out the target in the next episode.

The reason why Sacha Stevenson used the utterance is include into talking about a particular topic. It is because she discussed only about the rules how to before watching the video, such as give a thumbs up, subscribe, etc.

E. CONCLUSION

Based on the aforementioned two questions which focused on the types in Muysken's theory and the reasons of using code mixing in Hoffman's theory by Sacha Stevenson's *Seleb English* video content on YouTube, the researchers came into the conclusion that there are 160 utterances/data.

The first is to find out the types of code mixing that using in Muysken's theory (2000) that occur in *Seleb English* video content created by Sacha Stevenson, there were 96 data of insertional code mixing, 53 data of alternational code mixing, and 11 data of congruent lexicalization.

The second is to determine Sacha Stevenson's reasons of using code mixing in *Seleb English* video content. The researchers found 5 reasons of 7 reasons of using code mixing by using Hoffman's theory (1991). They are talking about a particular topic, being emphatic about something, interjection, repetition used for clarification, and expressing group identity. The most dominant reason present in this research is talking about a particular topic.

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