CODE MIXINGS USED BY BEAUTY VLOGGERS

N K. Dinda Saraswati[1], I W. Suarnajaya[2], I N. Adi Jaya Putra[3]

[123]Jurusan Pendidikan Bahasa Inggris, Fakultas Bahasa dan Seni
Universitas Pendidikan Ganesha, Indonesia

e-mail: dhindhasaraswati@gmail.com, w.suarna@yahoo.com,
adijayaputra@undhiksa.ac.id

Abstract

This study aimed to know the types of code-mixing often used and the reasons for using code-mixing by the beauty vloggers in their videos. Mix methods (qualitative quantitative) methods are use in this study and focused on qualitative rather than the quantitative approach. This research focused on the phenomenon of code-mixing between Indonesian and English used by beauty vloggers in their videos. Moreover, the data were collected by observing the beauty vloggers' video and interviewing the selected beauty vloggers using the google form. Furthermore, the data obtained were analyzed using the theory of Hoffman (1991), Ho (2007), and Saville-Troike (1986). Based on the data analysis, the result showed that the dominant type of code-mixing used by the beauty vloggers was Intra-sentential code-mixing with the total number of 122 items (59%). Meanwhile, the principal reason underlying code-mixing by beauty vloggers is *"because of the real lexical need",* where 9 (36%) beauty vloggers have the same rights. However, there were two additional reasons out of Saville-Troike (1986) and Hoffman's theory (1991), namely: wanting to get more audiences and so that when promoting a product, the audience is more interested in the product.

Keywords: Code-mixing, Types of Code-mixing, Reasons for using Code-mixing.

INTRODUCTION

Language is the most crucial communication tool when it comes to communicating with people. In speaking, language is a significant role in determining the success or failure of communication. According to Rianda (2017), language is the most crucial aspect of human life used to exchange information and communicate with others. Sociolinguistics is the study of the relationship between language and society. One example of the phenomena of Sociolinguistics is bilingual in the community. Mackey (1962) states that bilingual is when an individual can use two languages or more than two languages, for example, mastering Indonesian and English. Bilingualism can then define as speakers' ability to use two languages in formal and informal situations (Samsi, 2016). It can be concluded that Bilingualism is a situation where individuals can use two or more languages when communicating with others in formal circumstances and informal situations. An example of the phenomena of Bilingualism is Code-Mixing. According to Ho (2007), code-

mixing is the change of language from one language to another but still has the same pronunciation. Ivana (2018) states that code-mixing is when someone spoke two languages in one sentence. It means that code-mixing is when an individual used two languages in a sentence while communicating with others. For example, "aku *otw (on the way)* ya, nanti kalau sudah sampai aku call kamu!". This utterance is used in two languages in a sentence, which is included in code-mixing.

Code-mixing becomes famous as a style of speech among young people and also among the community. Nowadays, when people are communicating, they usually mix their language or used code-mixing. It can be found on social media platforms like YouTube. YouTube is a social media platform that has recently been widely used by people in Indonesia. YouTube is increasing as many people create YouTube accounts to make videos that contain information. For example, Beauty Vloggers create beauty content that contains information in their videos. Beauty Vloggers tend to use code-mixing when it comes to talking in their videos. The use of code-mixing in videos showed that Beauty Vloggers have a particular reason for using code-mixing when speaking.

This study aims to analyze the types of code-mixing that beauty vloggers often use in their videos and determine why beauty vloggers use code-mixing in their videos. This research is expected to be useful and can positively affect people who are studying various languages and are concerned about language change.

According to Kurniawan (2016), code-mixing is a natural thing in communication because some individuals were accustomed to speaking used two languages to show that they understand two languages. It means that, when people are talking, sometimes they don't realize they were using code-mixing and subconsciously used two languages while they were talking. Muysken (2000) says that mixing language occurs when the lexical items and grammatical features of two or more languages appear in a sentence spoken by the person speaking. It can be concluded that code-mixing is a process of mixing two languages in informal communication.

According to Hoffman (1991), there are three code-mixing types, covering inter-sentential code-mixing, intra-lexical code-mixing, involving a change of pronunciation. Futhermore, Ho (2007) claims that there are seven types of code-mixing, namely: Letters of Alphabet, Short Form, Proper Nouns, Lexical Words, Phrases, Incomplete Sentence, Single Full Sentences. According to Ho and Hoffman, these seven code-mixing types are complete by having almost the same equation for each kind of code-mixing. But when compared, the types of code-mixing from Ho are more specific than the ones from Hoffman. The code-mixing, like Letters of Alphabet, Lexical Words, Phrases, and Short Forms, are similar to the type of intra-sentential code-mixing from Hoffman. Hoffman and Ho's theories were combined into six types of code-mixing, namely: Inter-sentential Code Mixing, Intra-lexical Code Mixing, Proper Nouns Code Mixing, Involving a Change of Pronunciation, Incomplete Sentence, and Single Full Sentence.

Furthermore, there are four reasons for using code-mixing based on Hoffman's theory. Those seven reasons are, "Because of Real Lexical Need," "Quoting Somebody Else," "Inserting Sentence Fillers or Sentence Connectors (Interjection)," and "Being Emphatic About Something." Besides, according to Saville-troike (2003), there are seven reasons for using code-mixing, such as; "Talking about a Particular Topic," "Quoting Somebody Else," "Being Emphatic about Something," "Sentence Fillers or Sentence Connector," "Repetition used for Clarification," "Expressing Group Identity," and "For The Sake of Efficiency." There were similarities in the reasons held by Saville-Troike and Hoffman, such as: talking about a particular topic, quoting somebody else, being emphatic about something, sentence fillers, or sentence connectors that have similarities with the four reasons from Hoffman. Therefore, there are seven reasons for using code-mixing were used in this study.

Several researchers had conducted studies about code-mixing. Putri (2017) researched code-mixing on Minyo33's youtube channel and found there were three types of code-mixing, such as Intra-sentential Code-mixing, Intra-lexical Code-mixing, and Involving a Change of Pronunciation. Moreover, she also found two factors that influence code-mixing, such as the delivery of effective and efficient messages. Then, in her research, Ulhusna (2017) found two types of code-mixing often used by five beauty vloggers. Those types are the used code-mixing in the form of words and inserting English words related to the words of beauty into a sentence.

Arifin (2018) investigated the scope of code-mixing and code-switching in music event on youtube. He found two types of code-mixing, such as Code-mixing in The Kinds of Words and Code-mixing in The Kinds of Phrase. Then, there were three code-switching types, such as Code-switching in The Kind of Clause, Code-switching in the Kind of Sentence, and Code-switching in The Kind of Tag. Furthermore, there were two code-mixing and code-switching functions, such as: To Serve Quotation and To Mark Personality and Objectification.

Maghfiroh (2018) researched code-mixing and code-switching in vlog Shirin Al Athrus. She found three types of code-switching, such as Tag Switching, Inter-sentential Switching, and Intra-sentential Switching. Then, she found four types of code-mixing: Insertion of Words, Insertion of Phrase, Insertion of Hybrid, and Insertion of Reduplication. Furthermore, five reasons for using code-switching and code-mixing were found in her research, such as: Talking about a Particular Topic, Interjection, Repetition used for clarification, Because of Real Lexical Need, and Intention of Clarifying The Speech Content for Interlocutor.

Sari, Suarnajaya, & Dewi (2007) on their research found seven types of code-mixing, such as Lexical Word, Single Full Sentences, Phrase, Letter of Alphabet, Proper Noun, Short Form, and Incomplete Sentences Code-mixing. Then, seven reasons for using code-mixing were found in their research: Talking about a Particular

Topic, Quoting Somebody Else, Being Emphatic about Something, Using Interjection, Expressing Group Identity, Using Repetition for Clarification, and Intending to Clarify The Speech.

Based on the empirical review, the researcher researched the types of code-mixing used by Indonesian beauty vloggers and focused on the Indonesian-English used by beauty vloggers in their videos. Then, this study also aims to determine the reasons for using code-mixing by beauty vloggers. The subjects in this study were 25 Indonesian beauty vloggers with more than 100 thousand subscribers. The difference between this study and other studies is the subject of the study. Previous research used five beauty vloggers. This study used 25 beauty vloggers from Indonesia who have more than 100 thousand subscribers where YouTube accounts with more than 100 thousand subscribers can be said to be a YouTube creator and have received an award from official YouTube.

RESEARCH METHOD

The model of this study is a mix-method which more focused on qualitative rather than quantitative models. This study focused more on analyzing the types of code-mixing that often used and the underlying reasons for using code-mixing by beauty vloggers in their videos. This study's subjects were 25 Indonesian beauty vloggers who were selected using a non-random purposive sampling technique. This research's object is the sentences uttered by beauty vloggers, which consist of code-mixing while speaking in the video.

In this research, the observation method and interview method were used to collect the data. The observation process was carried out on 25 videos of 25 beauty vloggers to obtain data from the types of code-mixing used by the beauty vloggers in the video. The observation process was carried out for a week to collect the data, including transcripts of the videos to find out the sentences uttered by the videos' beauty vloggers. Meanwhile, the

interview method is carried out using an interview guide and is carried out online using a google form, which contains several questions for beauty vloggers. After the data were obtained, the data were transcribed, then classified, and analyzed using the Hoffman, Ho, and Saville-Troike theory. The researcher then used data analysis procedures owned by Miles & Huberman (2009), namely: Data Reduction and Data Display.

FINDINGS AND DISCUSSION

In answering the first question in the research question, the researcher used Hoffman and Ho's theory. The theory has been combined to analyze data about code-mixing types that often used by beauty vloggers. There were 200 sentences spoken by beauty vloggers, and there were 207 words that were included in the types of code-mixing. The most dominant type of code-mixing used by beauty vloggers is Intra-sentential code-mixing, where there are 122 times (59%) of words in the Itra-sentential code-mixing type. The Proper Nouns code-mixing is the second type of code-mixing often used by beauty vloggers where 48 times (23%) occur in this type of code-mixing. In the third position, there is the type of Intra-lexical code-mixing used by beauty vloggers, where the appearance rate is 30 (15%) in this type of code-mixing. Besides, there were types of code-mixing that were slightly used, namely: Incomplete Sentence code-mixing 7 (3%) and Involving a Change of Pronunciation 0 (0%).

After that, the data regarding the reasons for using code-mixing were analyzed using Hoffman and Saville-Troike's theories, which have been combined. From the online interview using a google form, there were ten reasons from 25 beauty vloggers. For the ten reasons, six reasons were underlying the use of code-mixing based on the Hoffman and Saville-Troike theory. The most dominant reason is "Because of Real Lexical Need" (36%), "Inserting Sentence Fillers or Sentence Connectors (Interjection)" (20%), "For The Sake of Efficiency" (20 %), "Repetition used for Clarification" (12%), "Being Emphatic about

Something" (8%), and "Expressing Group Identity" (4%). From these data, it can be seen that the most dominant reason for using code-mixing is "Because of Real Lexical Need," with 36% of beauty vloggers having the same reason for that reason. Besides, apart from Hoffman and Saville-Troike's theory of beauty vloggers in using code-mixing in their videos, there were other reasons. Those reasons are: the beauty vloggers want to get more viewers on their videos, and the beauty vloggers also want the audience more interested when they promote a product in their video using code-mixing when describing one of the products.

Based on the explanation and the empirical review that had been explained, it can be seen that code-mixing is used when the individual in informal situations. Start with people who use social media, such as Whatsapp, Facebook, Twitter, Instagram, Line, and YouTube. Then, there were own reasons from people who use code-mixing when communicating on social media.

CONCLUSION AND SUGGESTION

Based on the research findings, the classification of all the data about code-mixing proposed by Hoffman and Ho, such as Inter-sentential Code-mixing, Intra-lexical Code-mixing, Involving a Change of Pronunciation, Proper Nouns, Incomplete Sentence, and Single Full Sentence. The dominant code-mixing type used by beauty vloggers in their videos is Inter-sentential Code-mix, with a total of 122 (59%). The next types of code-mixing that are rarely used by beauty vloggers, such as Proper Nouns (23%), Intra-lexical Code-mixing (15%), Incomplete Sentence (3%), Involving a Change of Pronunciation (0%), and Single Full Sentence (0%).

The results of the interview of the 25 beauty vloggers analyzed by Hoffman and Saville-Troike's theory about the reasons for using code-mixing, such as: Because of Real Lexical Need, Quoting Somebody Else, Inserting Sentence Fillers or Sentence Connectors (Interjection), Being Emphatic about Something,

Repetition used for Clarification, Expressing Group Identity, and For The Sake of Efficiency. Based on the results of the analysis of the reasons for using code-mixing, which is associated with Hoffman and Saville-Troike's theory, the most dominant reason selected to the less selected which underlies the used of code-mixing by beauty vloggers, namely: Because of Real Lexical Need (36%), Inserting Sentence Fillers or Sentence Connectors (Interjection) (20%), For The Sake of Efficiency (20%), Repetition used for Clarification (12%), Being Emphatic About Something (8%), Expressing Group Identity (4%). Based on the results, the most dominant reason for beauty vloggers using code-mixing is "Because of Real Lexical Need. Besides, there were two other reasons, namely: attracting more viewers when the beauty vloggers speak two languages in the video and attracting the audience to be interested in the products promoted by beauty vloggers in their videos.

Based on the results of the study, the researcher can provide two suggestions. First, for researchers who want to research code-mixing on youtube media, this research can reference research on the same topic. In this regard, this study focused more on analyzing the types of code-mixing used by beauty vloggers and finding the reasons beauty vloggers use code-mixing when speaking in their videos. For researchers who will carry out similar research, the researcher hopes the researchers can carry out complete research to achieve the understanding of code-mixing. Second, this research is suggested to people who want to learn more about language. This research was recommended because, through this study, curiosity about the phenomenon of sociolinguistics, especially code-mixing on social media based on the views of beauty vloggers, is answered. The researcher hopes this research can explain the code-mixing phenomenon that often occurs in YouTube creators, especially beauty vloggers, who often used code-mixing in their videos.

REFERENCES

Arifin, Z. (2018). *Code Mixing and Code Switching in the " breakout " Music Playlist*. State Islamic University Sunan Ampel Surabaya.

Ho, J. W. Y. (2007). Code-mixing : Linguistic form and socio-cultural meaning Code-Mixing : Linguistic Form. *Code-Mixing: Linguistic from and Socio-Cultural Meaning*, (21), 2–7. Retrieved from www.educ.utas.edu.au/users/tle/JOURNAL/

Hoffman, C. (1991). *An Introduction to Bilingualism* (Vol. 2). New York: Longman Linguistic Library. https://doi.org/10.1017/S0272263100012742

Ivana, D. (2018). An Analysis of Code Mixing Used By English Teachers in Teaching Learning Process at MAS PAB 2 Helvetia. *Journal Repository*.

Kurniawan, B. (2016). Code-mixing on Facebook postings by EFL students : A small scale study at an SMP in Tangerang. *Indonesian Journal of English Language Teaching*, *11*, 169–180.

Mackey, W. F. (1962). The description of bilingualism. *Canadian Journal of Linguistics/Revue Canadienne de Linguistique*, *7*(2). https://doi.org/10.1017/S0008413100019393

Maghfiroh, L. (2018). *An Analysis On Form , Function , And Reason Of Code-Switching And Code-Mixing Used In Vlog Of Shirin Al Athrus*. State Institute for Islamic Studies (IAIN).

Miles, M. B., & Huberman, A. M. (2009). *Qualitative Data Analysis: A Sourcebook of New Methods*. California: Sage Publication.

Muysken, P. (2000). *Bilingual Speech: A Typology of Code-Mixing*. Cambride, England: Cambridge University Press.

Putri, G. A. (2017). *Campur Kode dalam Video Minyo33 (Indonesian Beauty Vlogger): Kajian Sosiolinguistik.* Widyatama University Bandung.

Rianda, D. (2017). *Code switching and code mixing used by boy william in breakout music program at net tv*. State Islamic

Institute of Palangkaraya.

Samsi, Y. (2016). Code Switching and Code Mixing in Tourism Industry Toward Multilingual. *Journal of Linguistic and English Teaching*, *1*.

Sari, M. A. K., Suarnajaya, I. W., & Dewi, K. S. (2007). An Analysis of Code Mixing used in Instagram by The Students of English Language Education, 3.

Saville-troike, M. (2003). *The Ethnography of Communication* (Third Edit). Australia: Blackwell Publishing.

Ulhusna, A. (2017). *Indonesian - English Code-Mixing Among Five Indonesian Beauty Vloggers.* Andalas University Padang.