THE ANALYSIS OF CODE MIXING IN SOCIAL MEDIA: A CASE STUDY OF CODE-MIXING USED BY DEDDY CORBUZIER AND JEROME POLIN IN YOUTUBE

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Abstract

The development of current language causes most people, including youtubers, often mix the language in their conversation, for example in Indonesian to English. The purpose of this study was to determine the use of code mixing between Deddy Corbuzier and Jerome Polin. This study examines code mixing that occurs in the YouTube Podcast dialogue. Data collection is done by writing a code-mixing dialogue and then marking words or phrases or sentences in the dialogue. The results showed that most of youtubers used code-mixing in their conversations because they mixed Indonesian and English to communicate. This research method is a qualitative descriptive method. The object of this research is code mixing used by Deddy and Polin in a podcast. Based on these findings, the researcher concludes that Deddy and Polin used three of two types of code mixing, namely insertion, and alternation. This is evident through of the observation and research that the English used by youtubers produces a lot of substitutions and the reasons of code mixing through of speaker and partner, participant roles and relationships, desire to explain something situational. The results also showed that they used code mixing in their dialogue as an expression of their group speaking.

Keywords: Code Mixing, Social Media, Bilingualism, YouTube Podcast

1. Introduction

Communication is very developing in society with the existence of various languages. Related to this statement, Kridalaksana (1978:94) explained that the science studies the characteristic of language variation; as well relationship between linguists and language variations in society is called Sociolinguistics. Language users must have good ability in understanding the element of the language in various situations, and cultural competence to build the right communications. There are 3 types in mastery of language: a) monolingual, bilingual, and multilingual. Monolingual are people who can speak one language. Bilingual are people who can speak two languages. Multilingual are people who can speak more than two languages.

In Indonesia, several people often mix Bahasa Indonesia to local language, and also in English. In a book entitled Code Switching and Code Mixing; Students' Strategies in Speaking English created by Neneng (2017) in which it was written foreign languages, namely English, now become a lingua franca or social language. The whole world uses this language not only in written form but also in spoken form

in daily communication through business letters, blogs, emails, social media and so on. For countries that do not speak the language, their citizens will be forced to study the language in institutions education in the area. Indonesians mix the foreign language into Bahasa Indonesia to communicate in daily activity. (Macwhinney, 2010) stated that this condition is caused the person has an ability to control attention and familiar with different grammatical patterns, this situation is also one of the factors for code mixing.

Based on this theory, there is a need for research on code selection to find out types of code mixing are used by Deddy corbuzier and jerome polin and the factors of Deddy and Jerome Polin using code mixing in the YouTube video.

2. Literature Review
Sociolinguistics

Sociolinguistics' is multidisciplinary science or combination of two sciences, namely sociology and linguistics. In a book by Bernard Spolsky, he wrote that sociolinguistics is the study of different ways in which groups of people use language. Sociolinguistics describes the human ability to use the correct language rules in various situations (Ohoiwutan, 1997). Fasold (1998) said that sociolinguistics can be a field of study because of the language choice by giving the term "societal multilingualism" which refers to the various variations of language in society. Language is not only as a requirement, but it is as a social system. Therefore, Sociolinguistics is influenced by social factors. There are several factors in social: social status, the level of education, age, gender, religion, economic level, etc.

Sociolinguistics is not only seen as a language that has a structure, but also as a social system, communication system and part of the culture of a particular society. Language variety is the variation of language use in a different society. In general, the function of sociolinguistics is to study the variety of language, choice, and use of appropriate words according to the situation, conditions and various other factors owned by the interlocutor, so that inefficiencies, misunderstandings, and various other language problems do not occur.

Studying sociolinguistics can give us insight into how to use language in interaction. It will give us guidance communication to show the language, language variation or style of language that should be used when communicating with certain people.

Bilingualism

According to Chaer (2004), bilingualism is about the use of two languages by a speaker in their daily activities. Someone who is bilingual will train the ability to think creatively and have two or more words for every object and idea, also makes a person be more careful in interacting with people of different languages. In "The Handbook of Bilingualism," "Bilingualism—more generally, multilingualism—is a major fact of life in today's world. According to David Crystal (1997), estimates two thirds of the world's children grow up in a bilingual environment. Given that only bilingualism involves English, based on the statistical data it collects shows that, about 570 million people worldwide speak English, more than 41% or 235 million are bilingual in English. Bilingual can grow and increase self-confidence, because by mastering two speaking language is more daring to communicate and feel insecure in an environment that uses two languages so that when speaking the meaning is in accordance with the conversation.

There are several types of bilingual division based on bilingual typology, namely (1) Compound Bilingualism, its shows that the ability to speak one language is better than the ability to speak another language. This bilingualism is based on the relationship between B1 and B2 which is controlled by the bilinguals. Both languages are mastered by bilinguals but stand alone; (2) Coordinative/parallel bilingual,

its shows that the use of two languages is equally good by an individual. Bilingualism is balanced according to mastery of mastery of B1 and B2; people who are equally proficient in two languages; and (3) Subordinating (complex), where it indicates a person when using B1 into B2 or vice versa. Bilingualism is dealing with situations faced by B1. This is a small group surrounded and dominated by a large language community so that this small community it can lose of B1.

Code Mixing

Code is a symbol of nationalism used by people to interact not only in language, but also in dialect, register, accent, style on different occasions and different purposes, Stockwell (2002). Mixing of language is a word that is replaced with another language to express or clarity something to the other person. According to the expert, Muysen (2000:1) state that the term of code mixing is refers to the lexical element and grammatical characters of two languages that appear in one sentence in conversation. Wardhaugh (2014) stated that code mixing occurs when a person or group fluently uses both languages together, they change from one language to another in one utterance, means that they only change some elements in speech, meaning not the whole. Code mixing occurs without any changes to existing topics and can be involving various levels of language, namely on morphology and emphasis on lexical items. Code mixing has many factors, such as the speaker, recipient, setting, formal to informal, and the topic. The code mix is divided into two, first is inner code mixing, which is sourced from the original language with all its variations and the second is outer code mixing, namely mixing code originating from a foreign language.

Types and Examples of Code Mixing

According to Muysken (2000) there are three types of code mixing: insertion, alternation, and congruent lexicalization. The first type of Code Mixing is Insertion, point of view, occurs when the lexical item of one language is inserted into another language – e.g., *Aku* stunning *gak hari ni.?* The second type is alternation, occurs when two languages are alternated. We usually find alternation code mixing at the clause level – e.g., *Hari ini cerah sekali* I feel more confident. The last type of Code Mixing is congruent lexicalization, which refers to a situation where two languages share a grammatical structure, which can be filled in lexically applied randomly to two languages that have a similar structure – e.g., *kemaren gue ke* party *sama* my crush *pas makan* chocolate *tau taunya udah* expired.
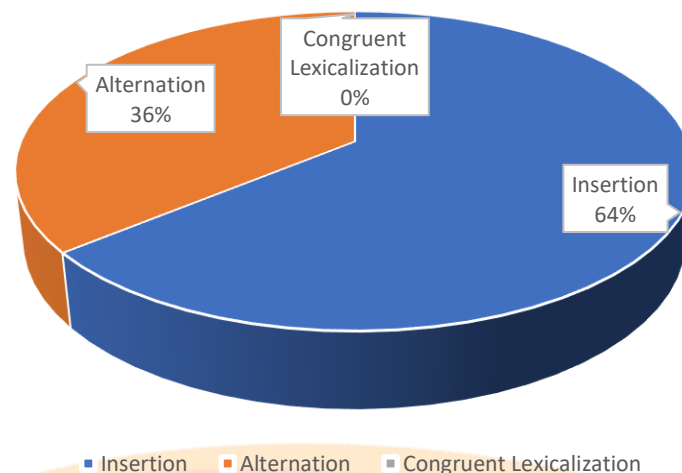
3. Research Method

The research is used the qualitative approach that provides the latest information so that it is useful for the development of science and can be applied to various problems. Qualitative research intends to understand the phenomena about what is experienced by research subjects such as behavior, perception, motivation, action, etc. (Moleong, 2007). The qualitative-descriptive research was applied to this research to describe the object and to explain the data accurately, systematically, and comprehensively. The data on this research is the utterance of Deddy Corbuzier and Jerome Polin in Youtube Podcast. The technique of collecting data was used documentary technique which is applied to written or visual materials for the purpose to identify specified characteristics of the material such as textbooks, speeches, advertisements, or any of a host of other types of documents (Ary, et al., 2010).

In this research, the speeches of Deddy Corbuzier and Jerome Polin in Youtube Podcast conducted and transcribed to the text for analysis. The analyzing data in this research was used Interactive Models theory with four stages: data collection, data condensation, data display, and drawing and verifying conclusions (Miles, et al, 2014).

4. Results and Discussion

Types of Code Mixing

The results of this research, where, shown in the finding indicate that Deddy Corbuzier and Jerome Polin used code-mixing in Youtube Podcast. The researchers found 50 statements of code mixing in 2 types of Code-Mixing.

Figure 1. Level of code-mixing type on Deddy Corbuzier and Jerome Polin Utterances

The types are used by Deddy Corbuzier and Jerome Polin in their speech which contains the replacement process can be shown in the table below.

Table 1. The Code-Mixing produced by Deddy Corbuzier and Jerome Polin

No	Sentences	Types of Code Mixing
1	Jadi menteri itukan bukan sesuatu yang bisa di **achieve** gitu, kan kita kayak dipilih kan?	Insertion
2	Waktu untuk kayak apa ya, **explore** diri untuk apa itu.	Insertion
3	Anak gue besok **online school** dari jam 7 sampe jam 4 sore	Insertion
4	**Anyway** ya, tadi gua ada di kontennya jerome, dia pinter banget	Insertion
5	Matematika menjadi **fun** gara-gara anda	Insertion
6	Kalo di Amerika jaman dulu **Truck Driver**, sekarang **Tiktokers**	Insertion
7	Pengen kasi tau orang-orang **its not easy** sebenarnya	Alternation
8	Begitu masuk ke instagram atau youtube **not they want to see you serious**, tapi **you go to tiktok?**	Alternation
9	Lu kan sempet heboh kan, konstriversi waktu itukan, yang ngomong bawa-bawa konten pembodohan, tapi gua **agree with you**	Insertion
10	Mungkin karna aku lebih banyak **audience**, banyak yang **share**	Insertion
11	Tapi, **what is the impact? it is positive impact or negative impact?**	Alternation
12	Pastilah disetiap **statement** menurut kita bener apapun pasti ada aja yang **negative**	Insertion
13	Tapi **prank** udah jarang kan, **people dont watch it anymore**	Alternation
14	Didalam **mindset** aku ya, dulu aku sempet berada di posisi bimbang	Insertion
15	Cuma aku mikir gini, dari **my heart is either** aku ikutin pasar atu aku ngangkat pasar, tapi **i choose** untuk ngangkat kualitas pasar	Insertion
16	gua bikin **podcast** kayak gini, I **mean** pasa saat itu gue mikir kalau gue bikin **vlog** kayaknya lebih rame yang nonton	Insertion

17	Kita kan **make money from youtube** kan ya, sebenarnya dari timenya orang nonton **spend their time to watching you**	Alternation
18	Kalau aku dapat uang tanpa **giving back something**, **a value,** entah itu hiburan, informasi, motivasi dan sebagainya	Alternation
19	**Whatever you post on instagram**, apapun yang lu post di instagram itu adalah versi terbaik lu	Alternation
20	**A lot of people** melihat ih orang ini hidupnya enak banget, **its a real live, we need to tell them it is not a real live**	Alternation
21	**Literally** gua gak bisa tidur, banyak pikiran	Insertion
22	**Of course** gini, ada yang sukses karena orang tuanya kaya	Insertion
23	**i'm oke with that** karna artinya dia bisa bertanggung jawab terhadap apa yang diberikan, tapi ada orang tuanya tidak sukses, terus anaknya melihat hal tersebut dan ingin merubah hal itu **and you're one of them**	Alternation
24	Dulu pas SD aku dulu sekolah di **national plus** gitu, aku bisa masuk situ karna beasiswa, Cuma bayar 10%, itukan **high class** gitu kan, temen-temen aku pakoknya **crazy rich** surabaya	Insertion
25	Gue merasa begini, ketika lu tidak memiliki fasilitas itu yang terjadi dua hal kan, **you down** atau **you fight**	Insertion
26	Kalo Nada nonton ya, Nada **is a kid** yang ada di imb (indonesia mencari bakat)	Insertion
27	**I asume her to my daughter**, dia punya kesulitan dikeluarganya **and then I help**	Alternation
28	"lu gausah mikirin sekolah, **I pay everything**"	Alternation
29	Kalo kamu di **comfort zone**, terus kamu gak akan grow up, kamu harus keluar	Insertion
30	Begitu orang dapat fasilitas **comfort zone** yaudah **accepting**	Insertion
31	oke I**'m good now**, gausah berkembang, gausah maju, ga sah apa, **wow you're a amazing, I like it**	Alternation
32	**Continues improvement** sih penting, jadi kalo aku pribadi sih mikirnya, aku yang hari ini **at least** aku harus **be better, slide better** juga gapapa, yang penting lebih baik daripada hari kemaren	Insertion
33	Squid game 2 yang nonton ada 800 ribu, tapi gue tertipu gara-gara **like**nya banyak **dislike**nya gak ada	Insertion
34	**Its very good moment to start** kan, **basic-**nya kan **youtuber** di Jepang ekosistemnya masih sangat mendukung	Insertion
35	Kenapa lu mau balik ke indonesia bro, kan lu mengingatkan Jepang begini Jepang begini, **why you dont stay it?**	Alternation
36	Untuk **stay** emang lebih enak, Cuma panggilan hidup	Insertion
37	**But sometimes**, aku liat berita ada rasa ingin menyerah loh, aku tinggal di Jepang ajalah, ada rasa gitu.	Insertion
38	Gua tau bahwa lu sekarang balik ke indonesia pada saat di Jepang terus lu bikin **food business**	Insertion
39	Sebelum aku buatini ada yang bilang kalo produkmu gak enak, mungkin akan **hype** tapi udah, **three, four month** udah ilang	Insertion
40	Jadi menteri **its not a joke right?**	Alternation
41	**Its not something i use** untuk apa ya **get attention,** karena emang dar SD aku bilang jadi menteri.	Insertion
42	Jadi aku berusaha sekarang ketika aku masih muda, aku **make business**	Insertion
43	Setelah aku lulus S2, **I can do what I want**	Alternation
44	Aku gak tau misalnya jadi menteri itu seberapa **poweful** untuk merubah sesuatu	Insertion
45	Kalau guru masih mikir besok makan apa, gimana mau ngajar **right?**	Insertion

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46	Yang **makes me** bersemangat menjadi menteri pendidikan itu guru PKN aku pernah ngomong gini " negara maju itu kan karena adanya pembangunan, dan pembangunan ini dlakukan oleh manusia, manusia ini siapa? Yang memiliki sdm yang berkualitas dari pendidikan yang bagus" kunci utamanya **root of everything** itu pendidikan.	Insertion
47	Mudah-mudahan **all of your dream is come true**	Alternation
48	Kalo lu jadi menteri pendidikan **one day** ya	Insertion
49	Pak Nadim juga sekarang juga berusaha sedemikian rupa, tapi **of course we need more and more better, I want to give you promise to do what you said in this podcast.**	Alternation
50	**Thank you brother,** sukses terus.	Alternation

There are 32 code-mixing in the type of Insertion and 18 code-mixing in the Alternation type. On the other hand, based on the result, Deddy Corbuzier and Jerome Polin doesn't use code-mixing of Congruent Lexicalization type. Based on the results of code-mixing analysis, there are several factors emergence of mixing and Indonesian into English, as for the factors that influence the mix the code done by Deddy Corbuzier and Jerome polin as follows: (1) Speaker and partner, communication is a process conveys the ideas of two people or a group of people so that a conversation is formed. Speakers need partners to communicate and mix code can arise if both use and understand the conversation well; (2) Participant Roles and Relationships, this includes the education and occupation of the speakers of that language. In a video podcast, the reason Deddy Corbuzier often uses English is because he used to be a magician, he had to learn magic from English, so he often looked at English dictionaries, that's why Deddy was used to mixing Indonesian and English in daily conversation-day. Meanwhile, Jerome Polin said that he wanted to continue his master's degree in American; (3) Desire to explain something, speakers in their use of language often mix their language with other languages so that code mixing occurs. This is done to explain or observe terms (words) that are difficult to understand with terms or words from Indonesian and foreign languages so that they can be better understood; and (5) Situational factors, that consumers have that are temporary in activities that occur at a certain time and place and also (in a book entitled language in society by Suzanne Romaine) define sociolinguistic patterns, namely regular and repeated correlations between language and external factors such as social class, style, age, sex, regarding the age factor of Deddy and Jerome as young millennials, they also continue to use code mixing, and Deddy Corbuzier also sees a suitable partner situation when speaking mixed with English.

Numbers 1 to 50 are combination of English and Indonesian in one sentence, that is can be seen in bold letters using English and others in Indonesian. Types of code mixing produced by Deddy Corbuzier and Jerome Polin on YouTube video in line with Muysken (2000), there are two kinds of things code mixing, namely: (1) Insertion and (2) Alternation, both of types found in the video.

5. Conclusion

In this modern era, linguistic development is not strange anymore in the context of communication in everyday life and then gives rise to the first language and the second language. Likewise, the research examined on Deddy Corbuzier's podcast video which also invited Jerome Polin who is also a content creator. speakers use English into Indonesian which occurs spontaneously without going through a longer thought process and causing mixed code.

Regarding on the results of research that has been done by the researcher about code mixing on the utterances of Deddy Corbuzier and Jerome Polin, the researcher concludes that they are chosen by the author as a research subject because of the ability to speak with bilingual code-mixing with a fairly high intensity especially the owner of the podcast, namely Deddy Corbuzier who often speaks English.

The researcher concluded that Deddy Corbuzier and Jerome Pollin used code mixing because there were several factors, namely 1) Speaker and partner, code missing occurs when the speaker and the

partner match to each other in discussing and understanding the topic being discussed.2) Participant Roles and Relationships. while observing, the researcher also watched other video related to the English learning process carried out by Deddy Corbuzier, namely learning an English from his old job, a magician and Jerome Polin said directly that he would continue his studies in Amerika.3) Desire to explain something. Using code Mixing makes it easier for them to say something, or they want to express the word as a code. 4) Situational factors. Jerome Polin is a young millennial and Deddy Corbuzier also continues to mix language and then their conversation are getting more connected and can be understood to everyone.

According the researcher's point of view, using language mixing is very good way to do because from a word, it can add to our insight into adding the new vocabulary and continue to speak up in front of many peoples, and we also follow language developments in this modern are, so that it changes the mindset more critical in understanding a language.

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