

## **AN ANALYSIS OF CODE-MIXING IN FEMALE DAILY NETWORK VIDEO BLOG**

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**Abstract:** The aim of this research is to investigate the use of the type and forms code-mixing. To accomplish this investigation, which is supported theory from expert, by using internet platform media and the object as shown on the Female Daily Media blog YouTube channel. Descriptive quantitative is the method used in this study and the data collection instrument uses observation techniques. The results of this study showed that these two phases dominantly using a single word founded in utterances. The researcher concluded in this study that in the three groups of code-mixing forms, the use of single words was most common in mixed forms where the combined usage of foreign language words was more dominant. It is our mission that this research will serve as a resource for future researchers who will be interested in developing new phenomena and accurate data in the application of English or other foreign languages.

**Keywords:** *Code Mixing, Sociolinguistics, Female Daily Network, Video Blog.*

### **INTRODUCTION**

Language is one of the most significant symbols in human life for communicating with others (Liando, Tatipang & Wuntu, 2023). The basis of the language can be found in its rapid growth and a range of distinct qualities, such as regional languages, national languages, foreign languages, and so on. In these changing foreign language learning circumstances, it has long been apparent that there are some students who are better at learning foreign languages than others (Liando, 2013).

Because language has a lot of originality and very diverse, there is the emergence of social phenomena, namely a mixture of languages utilized in interaction. While humans are required to be more evolved and keep up with the times, our style of communicating will naturally be different, the internet as a connecting medium makes it easier for us to engage and collaborate to build something new, as well as providing many other conveniences.

As we all know, the media is not just in the form of reading that we can find in newspapers nowadays, but in the digital era, information facilities may also be in the form of videos for us to watch and make it easier to deliver information (Kumayas & Lengkoan, 2023). This video blog media is one of many on the internet that is accompanied by our interactions in it, such as the female daily network, which raises information about the world of beauty, fashion, and lifestyle, as well as recommendations and some tips and tricks that are considered necessary by humans.

It is possible in sociolinguistic studies to get started with social problems and then relate them to language, but it is also possible to begin with language and then link it to society symptoms (Setyaningrum, 2019). When related indicators more than one language in their society, the speakers generally swap and mix the languages. Code-mixing is widespread in both spoken and written languages. Code mixing is utilized in spoken languages, such as television shows, broadcasting activities, and the teaching and learning process. Code mixing occurs when someone can talk in more than one language. They combine the two codes to create a distinct language variety. (Salamat,2021). Nowadays, people get some knowledge and skill in a second language and therefore become bilingual (Spolsky,1998) bilingual. A bilingual individual is someone who has some functional skill in a second language. Two or more languages are frequently used in sequence in bilingual communication the language is sometimes mixed.

## **RESEARCH METHOD**

This study employs qualitative methods in accordance with (Cresswell, 2013). The qualitative technique identifies words or text as well as image findings, as well as any data found that is not a number. According to Subyakto (1992), code mixing in the usage of two or more languages, language variations in an informal setting between the speaker and other persons who have a close relationship with each other are examples of code mixing. According to Wardaugh (1986), code mixing happens when a discussion uses both languages simultaneously to the point where the key changes from one language to the other during a single phrase. It is favorably related to people's educational attainment.

To indicating that the author adopts this technique to analyzing the specifics of the results achieved when combining languages. The results of data gathering also employ numerous sources of literature, articles, theses, and the internet to increase the deepening of the results of this study.

According to (Sugiyono 2011:306), the term "human instrument" in qualitative research refers to the researcher himself, who is functional for determining the focus of the research, selecting data sources, informants, collecting data, assessing data quality, analyzing data, interpreting data, and drawing conclusions. The author is a researcher who watches films and studies as well as collects the result. The several procedures used in this study to collect the data by viewing the two of videos collected by authors and listen carefully to the use of changing words spoken by the source and the next steps is gathering the changing words and the last analyze the data gathered for this study and derive conclusions from it.

Because this study is focused on analyzing Female Daily's content utterances, which are code-mixing in the "Kepoin isi tas doraemon Arinda yang super lengkap" and other data videos that I tooked. The descriptive methods were used in this study, and the documentation approach was used to acquire data for this investigation to analyze the types and forms. According to Bogdan and Biklen (1992:28) the data will be analyze into the activity of Unitization, Categorization and Explanation, Interpretation.

## **FINDINGS AND DISCUSSION**

For the first findings is unitization of the data on types of code mixing, Using Kridalaksana's theory the data and obtains the data take from another forms of outcomes from groupings of code-mixing stated by various influencers and content creators in communicating video material. The author compiles all the information gathered and labels it as follows.

**Table1. Data reduction**

<b>No</b>	<b>Data analysis</b>	<b>Form in sentence</b>	<b>Insert data types on code</b>
1	Endorse	Word	Insertion
2	Cash	Word	Insertion
3	Daily	Word	Congruent lexicalization
4	Brush	Word	Insertion
5	Maybe one day	Phrase	Congruent Lexicalization
6	If their clean	Phrase	Congruent Lexicalization
7	Keep on watching	Phrase	Alternation
8	Back of my hand	Clause	Congruent Lexicalization
9	Highest point on my face	Clause	Alternation
10	What's inside my bag	Clause	Congruent Lexicalization
11	I don't want a risk	Clause	Congruent Lexicalization
11	Everyone welcome back to Female Daily you tube channel	Clause	Congruent lexicalization
12	Three in one	Idioms	Congruent lexicalization
13	Two in one	Idioms	Congruent lexicalization
14	Followers-nya	hybrid	Congruent lexicalization
15	Pouch-nya	hybrid	Congruent Lexicalization

**Data display**

Determine what part it belongs to after knowing the type of code mixing, and the data below is the utterance of each type of piece in the column above. The insertion form of words that only appear once in each utterance may be observed in the results provided below, where each utterance is categorized and explained in greater detail analyzed by speakers from study observation objects for these types.

**Datum 1:** Dari Starbucks siapa tau mau **endorse** (0.41)

Explanation: The speaker said this statement is for the brand product and to the audience, with the intention as jokes but also serious. It can be seen the word insert is used usually placed at the end of the utterance because with the same purpose makes easier.

**Datum 2:** Gue pake dompet kartu nggak suka bawa **cash** (4.26)

Explanation: Well as the speaker said at the end of the utterance is for insertion groups, it's just because she brings the English word at the end of her sentence.

When the writer summarizes the two randomly alternation structures of two different languages that are contained in the data at this moment through the research that has been done and for this part of the data is entered on clause types.

**Datum 3:** Jadi kalau penasaran sama isi tas gue sehari-hari **keep on watching** (0.12)

Explanation: For this statement spoken by the speaker, this time it is included in the phrase used at the end of the sentence with the intention of telling the audience to keep watching it, and it is added in alternation for this form of speech

**Datum 4:** Ini gue taro di **highest point on my face** (10.34)

Explanation: The speaker in the data above begins speaking in Indonesian and uses slang phrases from Bahasa Indonesia. She used the word "taro" to refer to the act of putting something and an English clause at the end of her speech.

Congruent lexicalization is based on material from different lexical inventories into a shared grammatical structure.

**Datum 5** : Hai, **everyone welcome back to Female daily YouTube channel** bareng sama gue Arinda di segmen **what's inside my bag** (0.00)

Explanation: Based on the information above, the speaker offered the audience the above greeting at the beginning of the video, using nearly all the English clauses.

**Datum 6** : Kalau **daily** aku biasanya pakai jari aja **if their clean** tapi kalau misalnya sekarang aku lebih pake **brush, I don't want a risk** (29.00)

Explanation: The other statements made by the speaker provide understanding to the audience with the purpose of teaching good. As with the terms shown before, this utterance was classified as a congruent lexicalization from code mixing because it contains grammatical elements from both Indonesia and English

Idioms is an expression in the usage of a language that is peculiar to itself in having a meaning that cannot be derived from the conjoined meanings of its elements.

For this one there are the idioms sentences and entered in congruent lexicalization forms.

**Datum 7** : . Akhirnya gue menemukan satu produk yang **two in one** jadi dia primer iya, spf iya ada juga yang **three in one** (6.32)

Explanation: The data obtained above are included in congruent lexicalization inserting more words. the speaker said "two in one" here means that in one place or one object can be used in two functional models as here the speaker mentions the word "primary" which is a noun or beauty product and not an adjective means. So, in one form, the product can be used with a purpose, while in another, because the speaker indicates it can be spf, which means that in addition to being used as a

primer, it can also be used as an antidote to sun exposure, which is what spf indicates.

Hybrid is a thing made by combining two different elements.

That combination between native and foreign form such as combine the prefix from one language with a word from another language and for this example of the sentences entered in congruent lexicalization forms.

**Datum 8: Followers-nya** benar-benar udah empat juta **maybe one day** kalau misalnya umur gue udah tiga puluh dan masih berprofesi ini gue juga pengen jadi dia (24.41)

Explanation: The speaker was talked about the influencers she loved in terms of content production, and to illustrate her point, she blended the foreign language with Bahasa. The main of this statement was delivered in Indonesian; the speaker only added a few English words at the beginning and end; this speech shows a consistent lexicalization pattern. The speaker's genuine lexical requirement is what inspired the mixing code utilized in this speech; rather than speaking just Indonesian, she found it easy to transmit a few words in English.

## CONCLUSION

This section will look at the results and conclusions from the code-mixing research that have been summarized in some video content chosen by the writer and uploaded to the Female Daily Network's YouTube channel. The writer applied Muysken (2000) theory to study the different types of code mixing. There are three types of code mixing: Insertion, Alternation, and Congruent lexicalization.

There are the group of types data were chosen by the writer to be a reference for sample data in this study. There are six forms of code mixing according to Kridalaksana's (1993) hypothesis, although only reduplication forms were discovered in the research data.

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