

CODE MIXING PHENOMENON IN YOUTUBE VIDEO A CASE STUDY OF PITA'S LIFE ACCOUNT

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ABSTRACT

Code mixing as a part of multilingualism is one of interesting topics to be discussed nowadays as it is often encountered by anyone and anywhere in the present time. Code Mixing happens in real life since linguistic study is not limited to literary work only but in real life when the phenomena can be found, and one of them is in Pita's Life Account YouTube Video. Pita's Life Account YouTube Video contains Code Mixing of three different languages including English, Indonesian, and Manado's Language. The focus of this research is to understand the types and reasons of code mixing that found in Pita's Account YouTube Videos. This research is qualitative research using Code Mixing which aims to identify types and reason of Code Mixing in Pita's Life Account YouTube Video. The theories in this research are Code Mixing by Holmes (2013), Muysken (2000) and Hockett (1958). The researcher did the research through library research, and descriptive approach while doing observation to collect the data. The result shows that Code mixing analysis on this research is found some data from types of insertion of phrase and words, alternation and congruent lexicalizations. Then the researcher also found some data from the reason of need filling motive and prestige filling motive.

Keywords: multilingualism, code mixing, pita's life youtube channel

ABSTRAK

Code mixing sebagai bagian dari multilingualisme merupakan salah satu topik yang menarik untuk diperbincangkan saat ini karena sering dijumpai oleh siapapun dan dimanapun pada masa sekarang ini. Code Mixing terjadi dalam kehidupan nyata karena pembelajaran kebahasaan tidak terbatas pada karya sastra saja tetapi dalam kehidupan nyata ketika fenomena dapat ditemukan, dan salah satunya di video YouTube channel Pita's Life. Channel YouTube Pita's Life berisi Pencampuran Kode dari tiga bahasa berbeda termasuk Inggris, Indonesia, dan Bahasa Manado. Fokus penelitian ini adalah untuk memahami jenis dan alasan dari Code Mixing yang terdapat pada video YouTube di

channel Pita's Life. Penelitian ini merupakan penelitian kualitatif dengan menggunakan Code Mixing yang bertujuan untuk mengetahui jenis dan alasan Code Mixing pada Video YouTube Akun Life Pita. Teori dalam penelitian ini adalah Code Mixing oleh Holmes (2013), Muysken (2000) dan Hockett (1958). Peneliti melakukan penelitian melalui studi pustaka, dan pendekatan deskriptif sambil melakukan observasi untuk mengumpulkan data. Hasil penelitian menunjukkan bahwa analisis Code Mixing pada penelitian ini ditemukan beberapa data dari jenis penyisipan frase dan kata, alternasi dan leksikalisasi kongruen. Kemudian peneliti juga menemukan beberapa data tentang alasan motif pengisian kebutuhan dan motif pengisian gengsi.

Kata kunci: *multilingualisme, campur kode, pita's life youtube channel*

A. INTRODUCTION

According to Wardaugh (1986), a code is a language, a variety of a style of language. A code is a rule of converting a piece of information (for example, a letter, word or phrase) into another. Code mixing is the use of two or more languages by inserting pieces of language to another while the pieces are inserted do not have their function (Wardaugh, 1986). Code mixing happens in bilingual or generally in multilingual. It was found when the speaker mixed two languages or more to achieve their purposes. Sometimes, the speaker uses two or more languages to state their thought, instruction, message, or experience in order that the readers or the listeners can receive what the speakers said. It is caused by the situation that demands language mixing and by the habitual of the speakers become one of the backgrounds of code-mixing usage.

According to Wardaugh (1986), code mixing is the use of two languages together by the conversant to the extent that they change from one language to the other in the course of a single utterance. Code mixing has become a worldwide phenomenon, which is a very interesting to study and to analyze. It also deals with language changes. In a language, changing takes place overtime. All living languages have changed and continued to change.

Now most of people are able to use foreign languages, and English is the popular one. English becomes the most popular language in people daily conversation especially in YouTube, it is expected that the listeners can understand the message clearly. In YouTube, a lot of YouTubers spoke more than one language or used mixing language in their channel for example, from English to Indonesian, then local language or other than that. Furthermore, several YouTube accounts uses of English that felt more attractive and interesting for the audiences. Whatever the objects, good or bad effects, it contributes in adding the practice of code-mixing.

Besides that, there has a channel YouTube called *Pita's Life*. Pita is a content creator in YouTube that has a hundred videos uploaded by her account. Pita's YouTube channel has 723k subscribers and 672 videos. Most of her videos are

about daily vlog. Pita's video has more variation than other YouTubers like her, such as beauty content, sometimes haul video, then, she also shows about cooking and mukbang content. In Pita's Life YouTube channel are different from others, because the uniqueness of Pita's speaking style often attracts the attention of the audience. Besides she talks with three languages, she also likes to call her audience as 'pemirsa' and it got positive responses that make the audience wants her to upload more videos and it is proven from the comment in Pita's Life YouTube channel. Then there are a lot of data that can be found with code-mixing because the conversations use different languages, from one language to the other in the course of a single utterance.

B. RELATED LITERATURE

1. Sociolinguistics and Language Varieties

Sociolinguistics is the study of language operation; its purpose is to investigate how the convention of the language use relate to other aspects of social behavior. As stated by Holmes (1992) sociolinguistics is the study of language and society. According to Wardaugh (2006), the varieties of the way we speaking may be reviewed by level of dialect, where language use varies based on region or a speech community. Then Language varieties are caused by social interaction activities undertaken by the community or a group of highly diverse and due to in homogeneous speakers. Variety is a specific set of 'linguist items' or 'human speech patterns' (presumably sounds, words, grammatical, features, etc.) which we can connect with some external factor apparently, a geographical area or a special group (Wardaugh, 2006 p. 74). Variations in language can be classified based on the presence of social diversity and function of social activities in the society. In sociolinguistic variation, speakers can choose between elements in the same linguist context and, hence the alternation is probabilistic.

Furthermore, the probability of one form being chosen over another is also affected in a probabilistic way by a range of extra-linguistic factors, formality of the topic under discussion, the social status of the speaker and of the interlocutor, the setting in which communication takes place. According to Trumbull and Pacheco's (2005), the term language varieties refer to any form of a language whether a regional or social dialect, a pidgin, creole, or some other language code. Variation between languages, dialects, and speakers is known as interspeaker variation. Variation within the language of a single speaker is called intraspeaker variation. Since the rise of sociolinguistics in the 1960s, interest in linguistic variation (also called linguistic variability) has developed rapidly. All aspects of language (including phonemes, morphemes, syntactic structures, and meanings) are subject to variation. According to Tom McArthur (1992), linguist commonly use language variety (or simply variety) as a cover term for any of the overlapping subcategories of a language, including dialect, idiolect, register, and social dialect.

2. Code

We need to know what is code. According to Wardaugh, (2006) “Code” refers to “a language or a variety of language”. Code refers to a language or a variety of language. The term is mainly used as a neutral label for any system of communication involving language and which avoids the sociolinguist having to commit himself to such terms as dialects, language or variety, which have special status in his theories. (Wardaugh, 1986, p.87) also maintains that a code can be defined as “a system used for communication between two or more parties used on any occasions.” When two or more people communicate, they employ a code. Therefore, people are usually required to select a particular code whenever they choose to speak and they may also decide to switch from one code to another to mix codes, sometimes in very short utterances and it means to. A code is a system that is used by people to communicate. Then, when people want to talk each other, they have to choose a particular code to express their feeling. The code is a particular language, dialect, style, register or variety.

3. Code-mixing

According to Holmes (2013) code-mixing is borrowing of the words from another language to express a concept or describe an object for which there is no obvious word available in the first language. Code mixing means a mixing of two codes or languages, usually without a change or topic. Code mixing often occurs within one sentence, one element is spoken in language A and rest in language. In formal situation, the speaker tends to mix it because there is no exact idiom in that language, so it is necessary to use words or idioms from other language.

Muysken (2000) stated code mixing refers to all cases where lexical items and grammatical features from two languages appear in one sentence. Hereby, code-mixing may be defined as the term of when the speaker uses various linguistics units of a language in the sentence of another written or spoken language within the speech event, (Muysken, 2000, p.97). To simplify, it is the change of one language to another within the same utterance or sentence.

Muysken (2000) mentioned there are three types of code mixing, as follows:

a. Insertion

This type occurs when there is a lexical structure of the first language. Insertion of material (lexical items or entire constituents) is taken from one language and put into a structure from other language. The notion of insertion views the constraints in terms of the structural properties of some base or matrix structure. The process of code-mixing is conceived as something akin to borrowing: the insertion of a lexical or phrasal category into a given structure. It may consist of single word or phrases. Insertion is mostly a form of unidirectional language influence. The difference would simply be the size and type of element inserted. e.g. insertion of word or phrases.

“*Yo anduve* in a state of shock *por dos dias*.”

“I walked in a state of shock for two days.”

(Pfaff, 1979)

The example shows an insertion of English prepositional phrase into an overall Spanish structure.

b. Alternation

Alternation between structures from languages and it also happen in clause, when structures of two languages are alternated indistinctively both at the grammatical and lexical level. This type occurs on a conversation before or after punctuation full with the English or other language. Departing from alternation view the constraints on mixing in terms of the compatibility or equivalence of the languages involved at the switch point. Alternation is said to be characteristic of less fluent bilingual tends to be bidirectional.

“*Andale pues* and do come again.”

“That’s all right then. And do come again.”

(Gumpers and Hernandez-Chavez, 1971)

The speaker mixes Spanish and English in one sentence, involving both grammar and lexicon.

c. Congruent Lexicalization

Congruent lexicalization is material from different lexical inventories into a shared grammatical structure. This type occurs in one grammatical structure that can be filled with other word from different language. The notion of congruent lexicalization underlies the study of style shifting and dialect/standard variation. This kind of code mixing occurs at the phonological level, as when Indonesian people says an English word, but modify it to Indonesian phonological structure.

“*Mereka sih emang lebih ke fashion ya, coba aja deh cari pengalaman yang berhubungan ke fashion gitu.*”

(Tsu Carina, 2014)

“They are interested more in fashion, let’s try find out experience related to fashion.”

In here, Indonesian and English share general structure which can be filled with element of either language without changing any grammatical structure.

Those three basic processes are constrained by different structural conditions, and operant to a different extent and in different ways in specific bilingual settings. This produces much of the variation in mixing patterns encountered. The three processes correspond to dominant models for code mixing that have been proposed.

Code mixing has two motivation or reasons there are need feeling motive and prestige feeling motive in *Pita’s Life* YouTube channel. According to Hockett (1958) the motive of using code mixing is classified into two; need filling motive and prestige filling motive. Need feeling motive is a motive when the speaker cannot find words that have similar meaning in their language. Prestige filling motive is a motive when the speaker wants to appear their educational status.

e.g.:

d. Need Feeling Motive

“den kvinnen er veldig pen, klaerne hennes er *pink*.” (Romaine, 1992)

Pink is a single word that has same meaning in English word Pink. In Norwegian “Pink” has same meaning with “Pink” in English. The speaker cannot find the same word to say about Pink, because in Norwegian uses same word “Pink”.

e. Prestige Feeling Motive

“les gens ici vivent tres rarement a la maison, generalement dans des appartements.”
(Saunders, 1988)

Appartment is the utterance to explain room or space under the roof of a house. Then, she said this utterance is concluded prestige feeling motive. It has the other utterance to say it with the same meaning “apartment” in English.

4. Multilingualism

Multilingualism is the ability of an individual speaker or a community of speakers to communicate effectively in three or more languages. A person who can speak multiple language is known as a polyglot or a multilingual. “Current research begins by emphasizing the quantitative distinction between multilingualism and bilingualism and the greater complexity and diversity of the factors involved in acquisition and use where more than two languages are involved, (Herdina and Jessner. 2000, p.93). According to Pearce (2006), “Multilingualism is the use of several languages by an individual or society. Sometimes bilinguals are described as multilingual but usually the term is reserved for speakers or sociolinguistic situations in which more than two languages are used.

Multilingualism is a complex, vibrant and ever-intriguing phenomenon. The significance of multilingualism has spilled over its local and private roles into having a much broader, global importance and it is one of the most essential social practices in the world. The term multilingualism is used here to refer to the use of three and more languages and distinguished where appropriate, from bilingualism, the use of two languages. In this perspective bilingualism is taken to be a special case of multilingualism rather than vice versa. In addition, neuroscientists discuss multilingualism in the context of the way the brain is organized among those who speak multiple languages, (Herdina and Jessner, 2000, p.108).

C. RESEARCH METHOD

This research is done by using qualitative research method. Then descriptive approach was used by compilling, disassembling, reassembling, interpreting, and concluding the data to find conceptual patterns. The main objects of this research are nine videos by Pita’s Life YouTube Channel was uploaded in 2018 on YouTube, therefore this research is a library research.

The data source of this research is the nine videos of 2018 on Pita’s Life YouTube channel. There were: *Malam Terakhir di Amerika, Cuaca Buruk-Pesta Private-Belanja bareng anak-anak, Pesta Resmi Kenaikan Pangkat Suami Angkatan Udara, Depresi Tidak Bisa Tidur, Ikuti Kita-Photoshoot and Discount Besar di Mall, Mobil atau Tong Sampah? Car Tour 2018, Mendukung Suami-Hadiri Acara Promosi Pangkat Airforce Amerika, Makanan Enak Kesukaan Buat Suami – Minum Anggur, Happy Mama-Belanja*

di *Bantuin Anak-anak Balita* on March, May, June, July, August, September and December 2018. The data that were taken are words, phrases and sentences of the speech by Pita that used Code Mixing.

In collection data, it was done in several systematic steps. First, watching a video of *Pita's Life* channel on YouTube, and all of its video are uploaded there. After getting the episode in the form of video, the researcher re-watched it and transcribed the utterances spoken by Pita in papers. All transcribed utterances that contained code-mixing were underlined and identified.

The analysis of the data also uses triangulation which defined as a process of combining data from different source to study a particular phenomenon. This research uses two theories of Code Mixing from different books, which complements each other, added with further explanation given by several other books to analyze the Code Mixing's analysis.

D. FINDING AND DISSCUSSION

1. Types of Code Mixing Found

a. Insertion of phrase

V1.'1.23"

"**Courtesy of**, *kebudayaan* kitorang *di manado*" (Pita's Life, 2018)

(*Adab dari, kebudayaan kita orang di manado*)

(courtesy of our culture in Manado)

Courtesy of is '*adab dari*'. Pita talked about the different culture in America and Indonesia with insertion. The phrases are **courtesy of** in English, '*kebudayaan kitorang di manado*' this sentence are phrases in Indonesian and Manadonese '*kitorang*' which consists of three phrases *kebudayaan*, *kitorang*, *di manado*. Over all this sentence is using Indonesian structure. Because in this sentence pita uses Indonesian more than other languages, then it can be said the structure of this sentence is Indonesian. **Courtesy of** as the adverb on manner. Also, Pita added Manadonese word *Kitorang* as the subject in Indonesian structure (SPOK).

b. Insertion of word

V6.'20.21"

"Oh, **Please**, Zachie. *Jangan nakal*." (Pita's Life, 2018)

(*Oh, tolong, Zachie, jangan nakal*)

(Oh, Please, Zachie, do not be naughty).

Then talk about the single word "Please" in "Oh, **Please**, Zachie, *jangan nakal*." This sentence is using a structure of English, which **Please** is single word, because it is a free form. It is base form of word without affixation. Syntactically it is belonging to adverb and it has meaning to give explanation. While in Indonesian, *Jangan nakal* is not consists to word, when combined with English, its category to complete sentence in Indonesian (SPOK).

c. Alternation

V8.'2.01"

"*Disitu saya pernah terfikir ee*, **when God wants you in Church, where are you?**"

(Pita's Life, 2018)

(Disitu saya pernah terfikir, ketika Tuhan menginginkan kamu di gereja, dimana keberadaannya?)

(I was thinking of when God wants you in Church, where are you?)

“when **God wants you in Church, where are you?**” is a sentence, while she talks first in Bahasa “*Disitu saya pernah terfikir ee*” are also a sentence. Then from the data, both of the languages are equivalence because both of the structures from the sentence have language with their own constituent structure.

d. Congruent Lexicalization

V.9'1.15”

“**I wonder nanti dia keluar lagi.**” (Pita’s Life, 2018)

(*Saya penasaran nanti dia keluar lagi*)

(I wonder he will come out again later.)

“**I wonder nanti dia keluar lagi**” could be defined as congruent lexicalization, because that first language (English) and second (Bahasa Indonesia) shared similar structure thus could be filled with element of either language without interrupting the grammatical structures of sentences.

2. Reason of Code Mixing.

a. Need Filling Motive

V9.'10.11”

“*Teman saya itu sangat sederhana, hanya memakai jaket **denim** saja sudah terlihat keren.*”

(Pita’s Life, 2018)

(*Teman saya itu sangat sederhana, hanya memakai jaket denim saja sudah terlihat keren*)

(My friend’s style is very simple; she is just wearing a denim and that looks so cool).

Denim is a single word that has meaning is kind of jeans. In Indonesian “**denim**” has same meaning with “**denim**” in English. The speaker cannot find the same word to say about jeans, because in Indonesian uses same word “**denim**”.

b. Prestige Filling Motive

V8.'5.08”

“*Dorang suka liat saya **pepunya** celemek ini, **while** saya memasak.*” (Pita’s Life, 2018)

(*Mereka suka lihat celemek saya, sementara saya memasak*)

(They like my apron, while I was cooking).

This speech is using a prestige filling motive. “**While**” is a single-word conjunction. Then while in prestige filling motive has meaning to give intention that she wants to appear the educational status for what she talking about before.

2. Discussion

As the results, then the discussion is all of the types of code-mixing based on Muysken (2000) and the reasons of code mixing based on Hockett (1958), were found in Pita’s Life account YouTube video. There were some data found and some that were not found. Found data were based on types and reasons of code mixing and some of the not found data were not in the type categories and reasons of code mixing because there was no speech that was found by the researcher to be analyzed with types and reasons of code mixing. Through 9 of Pita’s Life YouTube channel, the researcher found 24 data for types of code mixing used in the speech of the videos and explained the finding section. Then for the reasons of

code mixing, the researcher found 5 data which were taken from the analysis of code mixing in the YouTube Videos.

This research is focused to explain the types and reasons of using code mixing in YouTube Video. Muysken (2000) stated that code mixing is divided into three types: insertion, alternation and congruent lexicalization. In this study, the researcher found 18 cases of insertion of code mixing, 2 cases of alternation of code mixing and 4 cases of congruent lexicalization from all code mixing cases in *Pita's Life* YouTube channel. Then there are two reasons of use code mixing consist of 3 data for need filling motive and 2 data for prestige filling motive.

Insertion is the most dominant types where there were more that fifteen occurrences of both types of insertion which on phrase and word. Insertion was used almost in all topic of conversation in Pita's videos, and it was mostly used when Pita was going to talked in front of the camera, there ten videos, there are *Malam Terakhir di Amerika*, *Cuaca Buruk-Pesta Private-Belanja bareng anak-anak*, *Pesta Resmi Kenaikan Pangkat Suami Angkatan Udara*, *Depresi Tidak Bisa Tidur*, *Ikuti Kita-Photoshoot and Discount Besar di Mall*, *Mobil atau Tong Sampah? Car Tour 2018*, *Mendukung Suami-Hadiri Acara Promosi Pangkat Airforce Amerika*, *Makanan Enak Kesukaan Buat Suami – Minum Anggur*, *Happy Mama-Belanja di Bantuin Anak-anak Balita* on March, May, June, July, August, September and December in 2018. Then there were also has occurrences of alternation where it was mostly used to change the topic of conversation. In the video of *Happy Mama-Belanja di Bantuin Anak-anak Balita*, alternation was used mostly when Pita talked in that video. Then the last type of code-mixing used by Pita and her kids was congruent lexicalization where there were 5 occurrences of the mix. After analyzing the results of the types of code mixing, the second discussion is all the reason that influence the owner to use code mixing based on Hockett (1958). Then in this research, the researcher found only 3 reason of need filling motive and 2 reason of prestige filling motive. The most dominant reason of this research is need filling motive. Most of the reason supported the use of code mixing in Pita's speech because of watching her videos it shows them (her viewers) a lot of benefits as they were in general. Then, the most dominant benefit for the reason is we can understand what she talking about, and the reason of to use code mixing even made it was easier to understand was being spoken by Pita. It can make the viewer who were not good in English might start so learn English from that code mixing.

E. CONCLUSION

Overall to this research, it can be concluded that Pita's Life YouTube channel that consist of 9 videos, 2018 uploaded videos, contains all types and reasons categorized by Muysken (2000) and Hockett (1958). In other hand, to complete the process of analysis in types and reasons of Code Mixing in Pita's Life YouTube channel to attempt to be done, which was this research is limited to do.

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