

LANGUAGE VARIATION IN TERM OF MIXING CODE IN KISARASA YOUTUBE CHANNEL

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Abstract— *The study of sociolinguistics revolves around the ways in which language and society, along with the cultural variables that influence them, interact. In modern times, the capacity to speak more than one language has had an impact on the way people interact with one another in society. The occurrence of this phenomena results in the utilization of code mixing in words or utterances. The purpose of this study is to present and examine the many forms of language mixtures that may be found in Kisarasa videos that are uploaded to YouTube channels. In order to collect data, this study employs a descriptive-qualitative methodology. Additionally, listening and recording techniques are utilized in order to obtain comprehensive data results. In order to determine the various sorts of code mixing, this research makes use of Hoffman's (1991) theory. The findings that were collected demonstrate the many types of code mix, including intra-sentential and intra-lexical code mix, as well as code mix that involves a change in pronunciation.*

Keywords— Sociolinguistics, Code mixing, Types

1. Introduction

A branch of study known as sociolinguistics is concerned with how language and society interact, which have different roles. Wardaugh (Astri & Fian, 2020) defines a branch of study indicated as sociolinguistics that focuses on how people communicate and how they utilize language in their daily lives. Sociolinguistics is the relationship between how speech and social factors that exist in a society function properly and appropriately in a variety of situations and conditions. Holmes (2013) indicated that sociolinguistics studies the way languages and society interact. They are interested in discussing why people use different languages in different contexts, and they are set on identifying the social roles that language plays in transferring social meaning. This is in line with Trudgill (1974), who mentioned that the study of language in society and culture is known as linguistics, and sociolinguistics is a branch of that branch of study.

Language is an essential and fundamental aspect of human communication for conveying messages and information in daily life. People use language such as signs, audio, or written symbols to convey meanings, thoughts, or emotions to other individuals or groups. This is how humans pass on knowledge, customs, and traditions to future generations. People communicate with others using national and international languages such as English and their mother language. According to Veenstra (2015), Communication refers to the process through which individuals or entities convey messages through various channels, target certain users, and ultimately achieve certain outcomes or impacts as cited in (Putra et al. 2023). There is a fusion of language and culture that can influence linguistic comprehension and behavior. This occurs frequently in countries with multicultural languages, where people have the ability to mix two or more languages in a single sentence, a phenomenon known as bilingualism.

Hoffman (1991) defines bilingualism as "the combination of a particular individual or group of people characterized by the combined presence of two languages." In other situations, the average bilingual community communicates daily in two or more languages, either directly or indirectly.

Steinberg (as cited in Apriana & Sutrisno, 2022) further states that bilingualism and bidialectalism have no separation in terms of function, which refers to a human being's ability to communicate in one language in a variety of dialects. In our country, there are a variety of regional languages and cultures, which we generally refer to as multiculturalism and a bilingual society. According to Bloomfield, as cited in Rilifansyah and Hayati (2023), bilingualism is defined as the ability of a speaker to converse in two languages at the same time. In this context, translators play a crucial role in preserving and valuing linguistic and cultural diversity. To match the intended meaning, the translator must comprehend the structure and cultural circumstances of both the source and target languages, as well as the cultural variations, values contained in the language, and the code switching and code mixing that occur.

Essentially, code-mixing occurs as a consequence of a variety of factors, such as its linguistic characteristics, social and cultural contexts, and cognitive processes involving language transfer, in which speakers combine two or more languages or language variants in an utterance. Wardhaugh (2006) stated that when a statement or phrase uses both languages at the same time to the point where it changes from one language to the other in the same utterance, this is called code-mixing, as cited in Agus Rahmat (2020), for example, "Next week, I think I mau merayakan Galungan di Bali." In the example that precedes, it appears that a sentence contains a combination of two languages. Code mixing is a phenomenon of the globalization era that occurs not only in messages but also in other forms of communication, such as YouTube. Burke (2018), as cited in Syafiq (2020), states that YouTube is a web-based platform that allows users to upload, view, and share video snippets over the internet via web pages, mobile devices, blogs, and email. Similar to the data used in this data article, "Kisarasa Youtube channel" is a content or vlogger that features Indonesian regional cuisine.

In conducting this study, five articles from different researchers were used as references for how to analyze the code-mixing. The first article, "Analysis of Code Mixing in Jerome Polin's Youtube Content, "Nihongo Mantappu," was compiled by Salsabila (2021). The previous study analyzed the code mixing in Jerome Polin's YouTube content. The qualitative descriptive study aims to explain the forms of code-mixing insertion and the factors that cause code-mixing, which include elements of words, phrases, and clauses. The type of code-mixing in Jerome Polin's YouTube videos is outer code-mixing. The second article, titled Laura Youtube Channel's Bicara Cinta," compiled by Astari and Marantika (2023), This study applied the theory of Hoffman (1991). The data for this study were analyzed using a descriptive-qualitative technique. The study's findings indicate that intra-sentential code-mixing is the most common sort of code-mixing observed in this research. While this study focuses on the types of code mixing, including intra-lexical code-mixing, intra-sentential code-mixing, and involving changes in pronunciation, six factors of code-mixing are found in Cinta Laura's video podcast, including talking about a specific topic, being emphatic about something, interjection, repetition for clarification, expressing group identity, and the intention of clarifying the speech for the interlocutor. The third study was compiled by Wati et al. (2023) from a journal article entitled "An Analysis of Code Mixing Used in the Script of a Java Heat Movie." This study chose to utilize movies in the inquiry because the researcher found word-type code-mixing by the speakers in the conversation. The two types of code mixing, word, and phrase, are found in this study based on the theory of Wardugh, and that theory finds five reasons for code mixing used in the script of the Java Heat movie, including asserting power, pride, and status, expressing self-emotion, expressing ethnic identity, incompetence, and conveying the speaker's attitude to the listener based on Holmes theory.

The fourth result study, titled "English Code Mixing Used in the Magic Hour Novel," was compiled by Ivan (2021). This study applied the theory of Hoffman to find out the types of code mixing, such as intrasentential, intralexical, and involving a change of pronunciation. this study. The descriptive-qualitative method is used to collect the data by reading, identifying, coding, classifying, and also displaying the data. In the Magic Hour novel, intra-lexical code-mixing, which uses the most dominant word in a noun, is the most frequent sort of code-mixing. The last study compiled by Yudhistyra (2023) was entitled "Analysis the Using of Code Mixing on Syifa Hadju's Instagram Account." This study analyzed the types of code mixing used and the most dominant type of code mixing used by Syifa Hadju in Instagram captions. In this study, the previous study used the theory of Hoffman (1991) to analyze the type of code mixing and used qualitative methods. the documentation technique by taking screenshots of posts on Syifa Hadju's Instagram account as a data collection method. In Syifa Hadju's Instagram caption, intra-sentential code-mixing, one of the three types of code-mixing, is most frequently used.

Based on the explanation above, code mixing is an interesting topic to examine. Because code mixing from books, movies, or YouTube is present in practically every field, due to the influence of the environment and culture, code mixing is a possibility. Although there are many studies have discussed

about code mixing, but still there are many new posts or videos uploaded recently, where these can be others data to be examine to see how code mixing is conducted.. Therefore, this study discussed about any type of Code Mixing as the variety of language used in Kisarasa YouTube channel. The aim of choosing this topic is to avoid any confusion if the readers can identify code mixing and culture and improve their knowledge of society or social media.

2. Research Method

The data is taken from four episodes on the Kisarasa YouTube channel, ranging from Episode 1 to Episode 8. The Kisarasa YouTube channel is a documentary series that discusses various stories from Indonesian cuisine. It not only explains how to cook, cooking methods, and traditional spices, but also shares and reminds viewers of the food history behind legendary Indonesian dishes. The decision to use this YouTube channel was based on its interesting content. Researchers used a descriptive-qualitative method. Hoffman's (1991) theory classifies the type of code mix used in explaining the topic. To describe the data in detail and develop comprehensive results, qualitative methods were used in this study. For data collection, the observation method was employed. The data collection technique involved taking notes to sort and categorize them into types of code-mixing to understand more about the existing situation and the relationship between each variable.

The data collection process was divided into several steps. The first step was to find a YouTube channel account to be used for research. The next step was to select a video, watch and listen to it attentively, and then repeat it. The third step involved transcribing and underlining the conversation in each mixed-code sentence. Finally, the database found in the selected videos from the Kisarasa YouTube channel was categorized based on the type of code-mixing according to the theory that fits the data.

3. Result and Discussion

The data results are obtained from the Kisarasa Youtube channel. The three types of code mixing intra-sentential, intra-lexical, and involving a change in pronunciation are examined using the theory from Hoffman (1991). This research only focuses on the types that will be found in the Kisarasa YouTube channel code-mixing and attachment, the mixture of language and culture. Based on the result above, the data is displayed in the table below.

Table 1. The types of code mixing found in Kisarasa Youtube channel

No	Types of Code Mixing	Occurence	Percentage
1	Intra-sentential code-mixing	42	84%
2	Intra-lexical code-mixing	7	14%
3	Involving a change of pronunciation	1	2%
	Total	50	100%

Based on the table 1. above, it can be seen that 50 total records were found for all types of code-mixing in Kisarasa Youtube channel with selected videos. The category was divided into 41 occurrences of intra-sentential code-mixing (84%), 7 occurrences of intra-lexical code-mixing (14%), and 1 occurrence involving a change of pronunciation (2%). Based on Hoffman's (1991) theory, the classification type of code mixing can be seen from the data below:

1. Intra sentential code mixing

Hoffman (1991) defines intra-sentential code mixing as occurring within the boundaries of a phrase, clause, or sentence in both oral and written interactions.

Data 1: (Kisarasa 20.45-20.50 S1-EPS 2)

"Bale Raos very interesting karena menunya ada banyak."

In the data above, there is a combination of two languages in one sentence, using Indonesian and English. The phenomenon indicates the phrase boundaries in an utterance, according to Hoffman's (1991) theory. The mixture begins with the expression "very interesting" and is followed by an Indonesian sentence. In this case, the sentence can be categorized as intra-sentence code-mixing. The speaker includes the English sentence because the speaker wants to express that

"Bale Raos" is very interesting or attracts special attention. The use of the phrase "very interesting" is included in the adjective phrase, although it is not used full grammatically, namely adding the verb to be 'is'. because the sentence belongs to an informal language spoken in an informal context as well.

Data 2: (Kisarasa, 4.20-4.25 S1-EPS1)

'Ternyata mertuanya itu memang the legend of betutu'

In the sentence above, there is a combination of two languages in the middle of the conversation from the Kisarasa video. According to Hoffman's theory (1991), the data can be classified into the category of intra-sentential code mixing because it indicates the phrase boundaries in an utterance. The use of the English term "the legend of Betutu" is a noun phrase that acts as an object in the sentence, providing information about the identity. The phrase is placed in the middle of the sentence to state that the in-laws in question have a special reputation or position as the legend of Betutu.

Data 3: (Kisarasa, 25.08-25.12 (S1-EPS 4)

"Awal mula saya mencoba untuk mengisi stand di Pesta Kesenian Bali"

The data above shows that the utterances used in Kisarasa Video mix languages from Indonesian to English in the middle of a conversation. The word "stand" means "gerai." Therefore, according to the theory from Hoffman (1991), the code-mixing type used in the utterance is indicated as intra-sentential code-mixing in the phrase boundary. That is identified as a code-mixing form of prepositional phrase, which is the word "stand." The use of English words by speakers is to detail certain concepts or objects. It is considered more appropriate and gives a certain impression or nuance to the sentence.

2. Intra lexical code mixing

According from Hoffman (1991) theory, Intra lexical it refers to situations where elements from one language are mixed with elements from another language in words, lexemes, or units of lexical meaning present in a single sentence or speech unit. In other words, it entails the combination of elements from a language's lexicon (vocabulary) that happens inside a word boundary.

Data 4: (Kisarasa, 9.30-9.35 (S1-EPS 4)

"Sate lilit pada umumnya kan ada base-nya ya"

The utterances from the Kisarasa video that combine two languages, Indonesian and English, in the middle of the conversation. The suffix "-nya" is added to the English word "base" to create the word "base-nya." The Indonesian equivalent for "base" in English is "dasar." The statement uses an intra-lexical type of code-mixing, which combines languages by modifying word levels and lexical types. The speaker wants to state that satay lilit generally has a certain base or main ingredient used in the manufacturing process.

Data 5: (Kisarasa 26.33-28 S1- EPS 8)

"Kluek mungkin salah satu bahan yg punya banyak memory-nya yg indah"

The utterance above is categorized as a type of intra-lexical code mixing because it modified the lexical type and the word level. The speaker inserted the English word "memory" with adding the suffix "-nya" dalam satu frasa "memory-nya" The mixing of languages in one phrase. This shows the adaptation of a foreign word into Indonesian by adding an Indonesian suffix to show ownership. Thus, the speaker may want to state that "Kluek" is one of the ingredients that has many beautiful memories by combining elements from English and Indonesian in the use of the word "memory" in the sentence.

3. Involving a change of pronunciation

This type of code mix occurs at the phonological level, as when Indonesian speakers change English terms to fit the phonological structure of Indonesian which refers to a situation where the pronunciation or pronunciation of a word or phrase changes from its standard or original pronunciation, making a more specific sentence. the changes that occur are in the pronunciation of words or phrases.

Data 6: (Kisarasa, 8.44-8.48 S1-EPS 8)

Kalau menu mangut itu bisa disebut menu tradisional?

The sentence above shows that the video conversation of Kisarasa mixes the language from Indonesian to English in the middle of utterances. It can be categorized as Involving a change of pronunciation. The code-mixing that occurs involves a change in the pronunciation of the word

"menu." The change occurs from /'mɛnu/ to /'mɛnju:/. The change is due to a certain emphasis as well as accent and dialect. By using the change in pronunciation of the word "menu," the speaker is raising the question of whether mangut can be called a traditional dish in the local context

Conclusion

After conducting research, the findings and discussion can be concluded as follows: There are language variations found in the Kisarasa YouTube channel data. The analysis of the data obtained is based on the type and dominance of the data obtained in the code-mixing using Hoffman's theory (1991). The types of code mixing are intra-sentential, intra-lexical, and also involving a change of pronunciation. After analysis, there are a total of 50 data points from several Kisarasa YouTube videos that fall into the code-mixing type. The most dominant category emerges as intra-sentential code-mixing with 42 data points (84%), followed by intra-lexical with 7 data points (14%), and involving a change of pronunciation with only 1 data point (2%) being the least frequent. The analysis revealed that the speaker's code-mixing predominantly involves the use of phrases. This preference enables the speaker to convey information or inject emotion into the conversation with greater flexibility, thereby adding depth to the communication. Additionally, it is noted that interviews on the Kisarasa YouTube channel are typically conducted in informal settings. After exploring code-mixing, it occurs because of the background of bilingual speakers, to convey a more precise meaning to the audience, and also to communicate more efficiently. Therefore, this study can refer to the fact that language is an important component of being well understood.

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