

Code-Mixing in Cinta Laura's Podcasts

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ABSTRACT

The aims of this research are to identify the types of code-mixing and the factors involved in Cinta Laura's utterances in her YouTube podcasts. Data were collected from Cinta Laura's podcasts using the document analysis method and field note techniques. This research analyzed the data using the content analysis method, and the results are presented using an informal method and descriptive technique. To analyze the types of code-mixing, this research used Muysken's theory (2000), and for the factors of code-mixing, it used the theory proposed by Bhatia and Ritchie (2006). The results found 43 instances of insertion, 36 instances of alternation, and 10 instances of congruent lexicalization. Additionally, four factors influencing code-mixing in the podcasts were identified: participant roles and relationships, situational factors, message-intrinsic factors, and language attitudes, dominance, and security.

Keywords: Sociolinguistics, Bilingualism, Code-Mixing, Podcast

ABSTRAK

Penelitian ini bertujuan untuk mengidentifikasi jenis-jenis campur kode dan faktor-faktor yang terlibat dalam ucapan Cinta Laura dalam podcast-podcast YouTube-nya. Data dikumpulkan dari podcast Cinta Laura dengan menggunakan metode analisis dokumen dan teknik catatan lapangan. Penelitian ini menganalisis data dengan menggunakan metode analisis isi, dan hasilnya disajikan dengan metode informal dan teknik deskriptif. Untuk menganalisis jenis-jenis campur kode, penelitian ini menggunakan teori Muysken (2000), dan untuk faktor-faktor campur kode, penelitian ini menggunakan teori yang dikemukakan oleh Bhatia dan Ritchie (2006). Hasil penelitian menemukan 43 data penyisipan, 36 data pergantian, dan 10 data leksikalisasi kongruen. Selain itu, empat faktor yang mempengaruhi campur kode dalam podcast-podcast yang diidentifikasi: peran dan hubungan partisipan, faktor situasional, faktor intrinsik pesan, dan sikap bahasa, dominasi, dan keamanan.

Kata Kunci: Sociolinguistik, Bilingualism, Code-Mixing, Podcast

INTRODUCTION

Bilingualism, or the ability to use two languages fluently, is an increasingly relevant phenomenon in the context of globalization and intensified intercultural interaction. The phrase denotes individuals or communities with proficiency in communicating in two or more languages. Bilingualism can occur in a variety of contexts, whether individuals who grow up in a bilingual environment, individuals who learn a

second language formally, or individuals who become bilingual due to intercultural contact.

Code-mixing, also known as language mixing, is a phenomenon within bilingualism that manifests across different levels. This can range from the integration of individual words or phrases from a second language within sentences of the primary language to the inclusion of entire sentences or passages in different languages. Code-mixing has emerged as a fascinating area for investigation and analysis, particularly regarding its role in societal

language use. It constitutes a significant aspect of the evolution of bilingual or multilingual communication.

Based on the above background, this research covers the phenomenon of code-mixing that increasingly occurs in various forms of communication, especially on digital media platforms such as YouTube. One of the contents that is the focus of the research is the podcast of Cinta Laura, a well-known figure in the Indonesian entertainment industry who often talks about a variety of topics, including social issues, daily life, education, and culture. In her podcasts, Cinta Laura often uses a mixture of two or more languages, such as Indonesian and English. This phenomenon is of interest as it can provide a deeper understanding of how mixed language use develops in the context of modern social media.

Related to this research, one of the studies that also researched the same topic related to code-mixing is the study entitled *An Analysis of Code Mixing Used by the English Teachers in English Teaching and Learning Process at SMP Muhammadiyah 2 Pekanbaru* by Wanti (2022). The research focused on the types and reasons for code-mixing used by teachers at SMP Muhammadiyah 2 Pekanbaru. This qualitative study utilized documentation techniques and applied Hoffman's (1991) theory to analyze the types and reasons for code-mixing. The results indicated that teachers' use of code-mixing depended on students' proficiency. The study identified three types of code-mixing: intra-sentential, intra-lexical, and involving a change of pronunciation. The documentation revealed 51 data of intra-sentential code-mixing, 7 data of intra-lexical code-mixing, and 17 data involving a change of pronunciation, totaling 75 data. Teachers mixed languages to ensure students understood the material and achieved learning objectives

Another research related to the code-mixing is an article entitled *An Analysis of Cide Mixing Used by University Students in Social-Media* by Novriansyah (2022). This research aimed to discover the types of code-mixing used by English students and the reasons for its use in WhatsApp group chats. This research used descriptive qualitative to collected data. Data were gathered

through WhatsApp and interviews, with all interactions transcribed and analyzed. The results identified three types of code-mixing, with insertion being the most common, followed by alternation and congruent lexicalization. Insertion was further divided into noun, adjective, and verb levels, with noun level being the most frequent. Code-mixing was primarily used out of habit, with additional reasons including participant roles, relationships, and situational factors

According to Muysken (2000, p. 35), code mixing can be categorized into three primary types: insertion (word), alternation (clause), and congruent lexicalization (dialect). Muysken states that code mixing involves integrating a foreign language element or phrasal category into a particular structure. The primary variation lies in the type and quantity of the new element, such as a noun versus a noun phrase. Insertions often involve a single content word that is morphologically integrated, such as an adjective or noun. In bilingual communities where languages have been traditionally kept separate, as noted by Muysken (2000, p. 96), the alternation process is more common compared to other communities. Muysken (2000, p. 122) states that bilingual individuals who speak closely related languages of equal status, without a clear history of language division, may show a tendency towards congruent lexicalization. This phenomenon, referred to as congruent lexicalization, arises when two languages have comparable grammatical structures, which allows for the interchangeability of words from both languages. Congruent lexicalization is usually observed when dialects or languages that share the same structural features mix.

The research used Bhatia and Ritchie's (2006) theory to study code mixing in communication. The theory identifies four factors: participant roles and relationships, situational factors, message-intrinsic factors, and language attitudes, dominance, and security. Participant roles and relationships influence code-mixing, particularly when there is an unspoken consensus or disagreement. Situational factors influence speakers to organize their use of two languages based on factors like setting, topics, gender, religion, class, and age. Message-intrinsic factors refer to the immediate characteristics of the

message, including linguistic structure and pragmatic elements. Attitudes depend on how the speech community perceives code-mixing, which is influenced by how often bilinguals mix codes and if it signifies a particular cultural or social identity. Language dominance is determined by the speaker's proficiency in the languages. Language security refers to bilinguals mixing languages when they feel insecure, such as anger or tiredness.

RESEARCH METHOD

The data utilized in this research from the podcast videos of Cinta Laura that were uploaded to the YouTube channel. There are two podcast videos selected for analysis, namely *Kuliah Ke Luar Negeri Itu Perlu Gak Sih?* (Episode 4, Season 4) and *Kejujuran Ternyata Bisa Memiliki Dampak Buruk Dalam Politik* (Episode 13, Season 3). *Kuliah Ke Luar Negeri Itu Perlu Gak Sih?* is a podcast that occurs between Cinta Laura and Maudy Ayunda, where they discuss matters related to education, culture, and their life experiences. Then on the podcast *Kejujuran Ternyata Bisa Memiliki Dampak Buruk Dalam Politik*, a podcast between Cinta Laura and Tsamara Amany, they discuss matters related to politics.

The data were collected through the participant observation method, which involves watching the podcasts and listening carefully to each of Cinta Laura's utterances that contain code-mixing. Afterwards, take notes on each of Cinta Laura's utterances, which is the important information needed for the research. The collected data were then analyzed using the descriptive qualitative method by applying the theories in this study. The collected data were first identified and classified into their code-mixing types based on the theory types of code-mixing proposed by Muysken (2000). The second step is that the data were analyzed by applying the theory proposed by Bhatia and Ritchie (2006) regarding the factors that influence the use of code-mixing. The analysis result was presented using the informal method. As cited in the book by Zaim (2014), Sudaryanto (1993) defined the informal method as presenting data using verbal statements. The first section was about the types of code-mixing, and the second section covered factors of code-mixing.

RESULT AND DISCUSSION

1. Types of Code-Mixing

a) Insertion

Insertion code-mixing happens when when a single element from one language, which could be a word or a phrase, is incorporated into the structure of another language. This occurs, for instance, when the speakers start a sentence in Indonesian and then insert an English element into the Indonesian sentence.

Data 1

“Tanggung, **independent** dan juga sabar?” (V1/03/03:33)

Cinta inserts the English word ‘independent’ in her utterance which means in Indonesian is ‘mandiri’ (Cambridge Dictionary). Based on Muysken's theory, this data is classified into insertion.

Data 2

“Menurut Tsamara, apakah anak muda benar-benar bisa membuat **impact** yang nyata dalam politik untuk sekarang?” (V2/08/11:31)

Cinta inserts the English word in her utterance, namely ‘impact’. According to Cambridge Dictionary, ‘impact’ in Indonesian means ‘dampak’. Based on Muysken's theory, this data is classified into insertion.

b) Alternation

Alternation code-mixing happens when the structures of two languages are used in tandem or alternate within a single sentence. This includes the use of clauses from both languages.

Data 3

“But you know Maudy like **I'm sure you understand this feeling** tapi di society kita, pressure nya itu bukan hanya dari orang tua.” (V1/19:20:55)

The utterances above occurred when Cinta Laura and a guest discussed Indonesian parenting culture and she revealed that she spoke that culture in English, where Indonesian was dominant in her sentences. English phrases are classified into alternation.

Data 4

“I showed your videos on instagram the other day, lupa di acara berita mana tapi sama orang ngomong soal politik jargon dan politik nyata” (V2/05/08:50)

The utterances above occurred when Cinta Laura told to her guest that she’d watched her guest’s video about politic with used English clause in the first and continue used Indonesian. The English clauses are classified into alternation.

c) Congruent Lexicalization

Congruent lexicalization happens when Indonesian speakers use grammatical structures that match those in English for a single word or phrase.

Data 5

“Berarti banyak orang berpikir kamu robot yang berani untuk speak up dan pokoknya yang enggak punya ketakutan deh.” (V1/18/26:27)

In the data above, the English word ‘robot’ is registered in the Indonesian Dictionary; ‘robot’ (Cambridge Dictionary). The word ‘robot’ is an example of congruent lexicalization because it has the same pronunciation and meaning in both languages.

Data 6

“Pengen tau penonton kan udah melihat kamu grow up in front of the camera kan?” (V2/04/04:06)

In the data above, the English word ‘camera’ is registered in the Indonesian Dictionary; kamera (Cambridge Dictionary). The word ‘camera’ is an example of congruent lexicalization because it has the same pronunciation and meaning in both languages.

2. Factors of Code-Mixing

a) Participant roles and relationships

Participant roles and relationships in code mixing refer to the social roles and relationships between speakers. This factor influences the way language is used based on the dynamics of the relationship, the level of familiarity, and the social context between the speakers.

Data 7

“Kita sering lunch date, coffee date.” (V1/06/14:24)

In the data above, the sentence shows that Cinta Laura and Maudy Ayunda are speakers who are both known to the public and speak in the context of podcasts that may be heard by many people. They speak as friends and colleagues who often spend time together. This sentence shows the familiar and close relationship between Cinta Laura and Maudy Ayunda. The use of the phrases “lunch date” and “coffee date” in English shows their modern and cosmopolitan habits, reflecting an informal and warm relationship. Therefore, the data above can be classified as participant roles and relationships factor.

b) Situational factors

Situational factors refer to the setting, topic and context of the conversation that influence the speaker's mix code. These factors include aspects such as location, activity being performed, topic of conversation, and social variables such as gender, age, class, and religion.

Data 8

“Dan ini bukan aku memberikan stereotype tapi memang dalam budaya Asia yang namanya Helicopter Parenting itu lumayan common.” (V1/04/11:18)

Cinta Laura and Maudy Ayunda discussed about Asian parenting culture, which is setting and topic specific. In the sentence, the use of the term “helicopter parenting” is relevant to the topic of parenting and is easier to understand in English as the term is well-established in such discussions. In addition, the phrase “fairly common” is used to describe the phenomenon in an Asian cultural context. This sentence shows how situational (cultural) factors influence the use of code-mixing. Thus, the above data is classified in the situational factors.

c) Message-intrinsic factors

Message-intrinsic in the context of communication refers to the linguistic and pragmatic elements contained in the message itself. It includes various language features such as quotation, reiteration, message qualification, topic comments/relative clauses, hedging, interjections, idioms and deep-rooted cultural wisdom embedded in the language. In other words, message-intrinsic is the essential

part of the message that forms the structure and meaning of the message directly.

Data 9

“Topiknya adalah **the price of success** dan apa yang membuat kita merasa utuh.” (V1/01/00:51)

The above data reflects the use of code-mixing to convey the topic of discussion more clearly and precisely. The term “the price of success” in English may be more familiar and used in the context of professional or academic discussions. This use of mixed language helps in conveying the message more effectively. Using familiar English terms in a discussion context helps the audience understand the topic more quickly and clearly. Thus, this data belongs to message-intrinsic factors because this sentence uses English terms that have clarity and specificity of meaning in the context of the discussion.

d) Language attitudes, dominance, and security

Language attitudes are a person's attitudes, feelings, or views towards a particular language. These attitudes can be positive, negative or neutral and can influence language use in code-mixing situations. Language dominance refers to the language that is more mastered or more frequently used by a person in daily communication. The dominant language usually appears more often in code-mixing. Language security refers to a person's level of comfort and confidence in using a particular language. Someone who feels secure and confident with a particular language tends to be more flexible in mixing codes without feeling awkward.

Data 10

“**I love you** say all this things karena ini semua adalah hal yang benar.” (V1/08/25:29)

In the data above, Cinta Laura expresses support and approval by using the phrase “I love you” to show her familiarity and affection towards Maudy. The use of relaxed and familiar language reflects the familiarity and sense of security in the conversation between Cinta Laura and Maudy. It shows that they are comfortable using language that is positive and supportive of each other. Thus, this data is classified into the language attitudes, dominance, and security factor because it shows a

positive attitude towards language use and comfort in the conversation between the speakers.

CONCLUSION

From the analysis of the data, it found different types of code-mixing present in these podcasts, included insertion, alternation, and congruent lexicalization. The data show that insertion is the most common type of code-mixing, with 43 data recorded.

Moreover, various factors contribute to the occurrence of code-mixing in these podcasts, including participant roles and relationship factors, situational factors, message-intrinsic factors and language attitudes, dominance, security factors. Through the analysis of data, it can also be found that the most dominant factor influencing the use of code-mixing is the situational factor, representing 12 data. This factor determines the speaker's use of code-mixing based on contextual elements such as the topic of conversation, participant characteristics like age, and the bilingual social environment.

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