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A STUDY OF CODE MIXING BY MAUDY AYUNDA IN CINTA LAURA'S PODCAST (2023)

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Abstract

Bilingual individuals are those who can speak two or three languages fluently. Code mixing occurs when they incorporate words or phrases from different languages within a conversation or sentence. This study seeks to identify the types of code mixing used and to explain the reasons behind their use, with a particular focus on Maudy Ayunda's speech. The researcher employed a qualitative approach to analyze data from the "Cinta Laura" podcast. Muysken (2000), theory was used to classify the types of code mixing, while McKay (1996), theory was referenced to understand the functions of the code mixing. For data analysis, Spradley's methods were applied, including domain analysis, taxonomic analysis, componential analysis, and cultural theme analysis. The analysis revealed 147 data of code mixing in Maudy Ayunda's speech, categorized into three types. The most common type was alternation, with 78 data, followed by insertion with 68 data, and congruent lexicalization with only 1 data. The study also found that the socioexpressive function, which conveys social identity or emotions, was the most prevalent, with 95 data. This was followed by the stylistic function, used to create a specific style or emphasize points in the conversation, with 41 data. The least common function was the important sociocultural and textual function, which appeared in 11 data, used for significant cultural or textual reasons. The analysis of Maudy Ayunda's speech in the "Cinta Laura" podcast showed a frequent use of the alternation type of code mixing and the socioexpressive function.

Keywords: Bilinguals, Code Mixing, Podcast

Introduction

Holmes (2013), explains that sociolinguistics is the study of the connection between language and society. Similarly, Sukrisna (2019), notes that sociolinguistics explores the relationship between society and language, aiming to understand language structures and how language functions in communication. In summary, sociolinguistics addresses the variety of languages and their roles in communication within a society. An example of sociolinguistic function in language includes the following. First, language serves as a tool for communication. Communication involves dialogue between two or more people, allowing

them to exchange information. The use of language facilitates clear communication for many people. Second, language is used to convey messages to others, making social interactions easier and enabling the sharing of knowledge and ideas. The conveyed idea is a concept with a specific purpose, and language ensures that the message is properly received by the listener.

Bilingualism refers to an individual's ability to use two languages in communication, influenced by various factors, including education. According to Dodson in Stobbart (1992), discussions on bilingualism must consider the relationship between the two languages and the linguistic environment where learning and communication occur. For example, children in South Jakarta often mix Indonesian with English, influenced by cultural factors and changing slang. Miller in Stobbart (1992), emphasizes that the relationship between languages is more about social contexts than the formal characteristics of the languages themselves. In these social contexts, a language's power within a community can influence access to certain resources.

Muysken (2000), defines code mixing as the integration of lexical items and grammatical elements from two different languages within a single sentence. He identifies three types of code mixing: insertion, alternation, and congruent lexicalization. Code mixing typically occurs when someone proficient in more than one language interacts with others. In everyday conversations, code mixing happens when a person uses words or structures from two different languages. For instance, when someone speaks with friends from diverse backgrounds, they might naturally switch between Indonesian and English in one conversation. This could be due to daily habits or the need to express a concept more effectively in one language than in another. Code mixing is common among bilingual individuals. For example, in the "Cinta Laura" podcast featuring Maudy Ayunda, both Cinta and Maudy, being bilingual, easily switch between two languages during their conversation. Maudy, having graduated from international universities, regularly uses two languages, leading to the automatic inclusion of code mixing in her speech. Podcasts, as digital media that showcase audio or video content, often feature bilingual individuals and sometimes even have special episodes in different languages, making the content accessible to bilingual listeners.

Ayunda Faza Maudya, known as Maudy Ayunda, is one of Indonesia's most accomplished young artists. Born in Jakarta on December 19, 1994, Maudy Ayunda comes from a family with significant academic achievements. She once won a speech competition at her school and is fluent in English. Additionally, she is proficient in Spanish and Mandarin. Recently, Maudy made headlines when it was revealed that she had been accepted into two of

the world's most prestigious universities: Harvard University and Stanford University. After some time, Maudy announced her decision to pursue her education at Stanford University.

The analysis of code mixing has been a research topic for some time. The researcher reviewed several previous studies with similar subjects but different theoretical approaches. The first study, by Perlina (2022), titled "Code-Mixing by Content Creator Gita Savitri Devi: How and Why?", aimed to identify the types and reasons for code mixing used by Gita Savitri Devi, a content creator, in one of her YouTube videos titled "Plis Stop Nyebarin Hoaks!! Beropini Eps.55". Perlina used Hoffman's (1991) theory to describe the types and reasons for code mixing.

The second study, by Hidayah (2022), titled "In Cinta Laura's Vlog," analyzed the types of code mixing in Cinta Laura's vlog and identified the most dominant types of code mixing, using Muysken's (2000) theory. The third study, by Astari (2023), titled "Code Mixing Used in Cinta Laura's YouTube Channel 'Bicara Cinta'," aimed to identify: 1) the types of code mixing used in Cinta Laura's video podcast "Bicara Cinta" on YouTube and 2) the reasons for using code mixing in this video podcast, applying Hoffman's (1991) theory.

In this study, the researcher examined code mixing in Cinta Laura's podcast, focusing on the types and functions of code mixing. While there are similarities between this study and previous ones, this research aimed to distinguish itself by exploring the types of code mixing based on Muysken (2000), classification and the functions of code mixing as outlined by McKay (1996). Using this framework, the researcher analyzed the Indonesian-to-English code mixing in the Cinta Laura podcast, resulting in the study titled "An Analysis of Code Mixing by Maudy Ayunda on the Cinta Laura Podcast."

Review of Literature

According to Muysken (2000), code mixing involves the integration and use of foreign terms or elements within a clause or vocabulary. He connects the process of borrowing to three distinct types of code mixing identified in his work: insertion, alternation, and congruent lexicalization.

a. Insertion

Muysken (2000), defines insertion as the process of incorporating an external lexical or phrasal element into an existing structure. This can include single elements, often linked to borrowing, or more complex constituents. Borrowing can be considered a specific type of insertion. In bilingual discourse, what may be formally classified as borrowed elements often serves particular discourse functions similar to code mixing. In code mixing, speakers

effortlessly insert short elements like words or phrases from one language into the structure of another without modifying the original language structure. For example (Raksang, 2019)

“*Jangan suka nge-judge gitu dong.*”

(Don't judge like that).

In this sentence, the speaker inserts the English word "judge" into the Indonesian sentence. This shows that the speaker uses a word from another language because they may find it more suitable or effective in conveying their intended meaning.

b. Alternation

Muysken (2000), describes alternation as a common mixing technique where two languages are kept separate within a single sentence. It involves smoothly shifting between different clauses. For example (Raksang, 2019):

“I can't sleep *karena banyak nyamuk.*”

(I can't sleep because there are many mosquitoes).

In this example, the languages used are kept distinct and are not directly mixed or combined. Although the languages alternate within the same sentence, they maintain their separate identities and are not blended.

c. Congruent Lexicalization

Muysken (2000), explains congruent lexicalization as a type of code mixing that often occurs in social groups like transient communities where different languages merge, or among bilingual speakers of closely related languages who do not strictly separate the languages they use. In congruent lexicalization, the grammatical structure of the sentence is shared between the two languages, either fully or partially, while the vocabulary is drawn from both. This process is akin to varying style or word choice within a single language, allowing speakers to mix languages seamlessly without disrupting the flow of conversation. For example (Muysken, 2000):

"*Weet jij whaar Jenny is*"

("Do you know where Jenny is").

In this sentence, the word "whaar" resembles the English word "where," illustrating congruent lexicalization, where similar or related words from one language are used in another. The choice of "whaar" combines Dutch phonetics within a sentence that follows English sentence structure.

Mckay (1996), outlines several functions of code mixing, as follows:

a. Identity Marking

According to McKay (1996), identity marking is one of the most significant uses of code mixing. In different parts of the world, speakers may use a specific language to signal a particular identity. For instance, using French or English can convey a sense of modernity, sophistication, or authority. In culturally diverse settings, adopting languages like French or English can help individuals or societies express traits such as sophistication and modernity, thereby contributing to their identity.

b. As a Strategy of Neutrality

McKay (1996) also suggests that mixing languages can be an effective way to avoid misunderstandings. Sometimes, sticking to just one language might lead to misinterpretation. To maintain neutrality and clarity, people mix languages, which helps prevent confusion in everyday conversations where a single language might inadvertently convey the wrong message. By mixing languages, individuals can ensure that their communication is better understood by everyone involved.

c. Stylistic Function

McKay (1996) points out that code mixing can be employed for stylistic purposes, such as changing the tone of a conversation to make it more dramatic or humorous. For example, in literature, the use of Latin words in Milton's epics can add a grand or serious tone, while incorporating Yiddish in stand-up comedy can create a humorous or informal atmosphere. However, code mixing has often been criticized by teachers, language purists, and even by speakers themselves. It has sometimes been perceived as a sign of laziness, poor language skills, or as harmful to the languages involved. This negative perception stems from the traditional belief that only one language should be used at a time, without recognizing the complexity of using multiple languages together. Nonetheless, recent research shows that code mixing is actually a common practice in multilingual societies, often used by individuals who are fluent in all the languages they mix.

d. Important Sociocultural and Textual Function

McKay (1996), explains that code mixing plays a crucial role in expressing complex personalities and communities. It serves as a versatile tool, particularly useful for representing multicultural experiences. Many creative writers use code mixing to reflect the diverse backgrounds and experiences of different cultures. As global communication increases and cultures interact more frequently, code mixing is becoming increasingly prevalent in multilingual societies. This reflects how people from various linguistic and cultural backgrounds often use code mixing to express their multicultural experiences.

e. Socioexpressive Function

According to McKay (1996), the ability to express emotions through code mixing helps us understand a person's tone-whether they are being serious, joking, distant, or friendly-based on how they blend different languages. This means that people can use code mixing to convey a range of emotions, including seriousness, humor, joy, sadness, and more.

Methodology

The researcher employs a qualitative approach as the research method. According to Miles (1994), the qualitative method is generally expressed in words rather than numbers. It is used to describe the phenomenon being studied in detail. This method allows for a deeper exploration of code mixing, providing more comprehensive explanations through descriptive language. It enables the researcher to analyze conversations and dialects to gather data on the types and functions of code mixing.

Data is crucial in research because, without it, the study cannot be carried out. In this research, the data consisted of Maudy Ayunda's utterances that included code mixing, as featured in Cinta Laura's podcast on her YouTube channel. Research instrument of this research is researcher itself. The researcher collected the data such as the podcast and all the information from YouTube. The researcher collects, listens, writes the script, classifies, analyzes the podcast.

¹ In collecting the data, there are some steps that had done by Researcher, as follow:

1. Watching the video from YouTube.
2. The selecting utterances.
3. Taking note the script.

The researcher utilized Spradley (1980) analytical approach for data analysis, as outlined in his book "Participant Observation," which introduced a four-step process: ¹⁵ domain analysis, taxonomic analysis, componential analysis, and cultural theme analysis. By using these steps, the researcher aims to gain an understanding of the type of code mixing in Maudy Ayunda's conversation on the Cinta Laura podcast. Not only know about the types but also the functions of code mixing.

Findings and Discussion

Findings

⁴ In this chapter, the researcher categorized the types and functions of code mixing used by Maudy Ayunda in the Cinta Laura podcast. The analysis was ² based on Muysken (2000) types of code mixing Insertion, Alternation, and Congruent Lexicalization and McKay (1996) ⁸ functions of code mixing Identity Marking, Strategy of Neutrality, Stylistic Function,

Important Sociocultural and Textual Function, and Socioexpressive Function. The study identified 147 data of code mixing in the episode titled "Kuliah Ke Luar Negeri Itu Perlu Gak Sih." Among these, there were 70⁶ data of Insertion, 76 data of Alternation, and 1 example of Congruent Lexicalization. The most frequently used type was Alternation, with 76 data.

In terms of code mixing functions, the research found 79 data of Identity Marking, 8 instances of Stylistic Function, and 60 data of Socioexpressive Function, with no examples of Strategy of Neutrality or Important Sociocultural and Textual Function. The most common function used by Maudy Ayunda was Identity Marking, with 79 data. The findings regarding the types and functions of code mixing by Maudy Ayunda in the Cinta Laura podcast episode "Kuliah Ke Luar Negeri Itu Perlu Gak Sih" are detailed below:

a. Insertion

Datum 11/Time (00:4:41)

Aku tuh introvert banget, jadi kalo misalnya aku pulang terus dirumah kayak rame atau apa (I'm very introvert, so if I come home and the house is crowded or noisy or something), it's hard to recharge.

In this sentence, the speaker primarily uses Indonesian but includes the English term "introvert" illustrating **Insertion** type code-mixing. By inserting the word "introvert" the speaker is using insertion code mixing. Additionally, the term "introvert" serves a **Socioexpressive Function** because it reveals the speaker's emotional state and social needs. It conveys how the speaker interacts with their environment, specifically their need for quiet to recharge. This helps others understand their emotional responses to different situations, like a noisy home.

Datum 15/Time (00:7:39)

Dalam konteks itu, tentu kita harus belajar lebih mandiri karena profesornya juga nggak ada yang ngomong sama parents kita kan? (In that context, of course, we had to learn to be more independent because the professors didn't speak to our parents, right?).

In this sentence, the speaker includes the English word "parents" within their Indonesian speech, showcasing **Insertion** type code-mixing. The term "parents" exemplifies **Identity Marking** from a bilingual perspective, as it reveals that the speaker belongs to a bilingual group accustomed to mixing languages. Using the English word "parents" might indicate the speaker's modern or global identity and their comfort with English in certain contexts. This choice reflects their connection to international or global cultures.

Datum 1/Time (00:4:41)

Aku ngak tau kalo fact ini tuh bakalan shocking, but i think yang menarik adalah semenjak menikah, semenjak tinggal sendiri, aku tuh ngerasa bebas. I feel more like a whole human and adult. (I didn't know if this fact would be shocking, but I think what's interesting is that since getting married and living on my own, I feel free. I feel more like a whole human and adult).

In the sentence, the speaker predominantly uses Indonesian but incorporates several English words and phrases, which clearly exemplifies insertion type code-mixing. For instance, the word “fact” is inserted. By examining this example, it's evident that the type of code-mixing present is **Insertion**. Additionally, the word “fact” highlights **Identity Marking**, as the speaker intentionally selects an English word within an Indonesian sentence. This choice suggests that the speaker belongs to a bilingual community that frequently mixes languages, likely to convey a more contemporary identity.

Datum 2/Time (00:4:41)

Aku ngak tau kalo fact ini tuh bakalan shocking, but i think yang menarik adalah semenjak menikah, semenjak tinggal sendiri, aku tuh ngerasa bebas. I feel more like a whole human and adult. (I didn't know if this fact would be shocking, but I think what's interesting is that since getting married and living on my own, I feel free. I feel more like a whole human and adult).

In this sentence, the speaker inserts an English word or phrase into their speech, specifically the word “shocking” into an Indonesian sentence. This is an example of **Insertion** type code-mixing. The function of this code-mixing is **Socioexpressive Function**. The use of the word “shocking” serves as a Socioexpressive Function because it conveys a strong emotion or reaction. By choosing the English word “shocking” the speaker emphasizes the surprising nature of something, adding a dramatic effect that might not be as impactful if only an Indonesian word were used. This choice amplifies the intensity of the emotion in the conversation.

Datum 146/Time 00:35:03

Hari ini kita membahas apa ya? topik-topik yang honestly kita juga udah sering curhat (What are we going to discuss today? Topics that we honestly often share).

The word “honestly” serves as an example of **Insertion**, where an English word is inserted into an Indonesian sentence. In terms of function, this code-mixing falls under the **Stylistic Function**. The use of “honestly” introduces a distinct nuance to the sentence,

influencing how the message is delivered by creating a more casual tone. This makes the conversation feel more personal and open.

b. Alternation

Datum 12/Time (00:6:15)

Aku tuh introvert banget, jadi kalo misalnya aku pulang terus dirumah kayak rame atau apa (I'm very introvert, so if I come home and the house is crowded or noisy or something), it's hard to recharge.

In this sentence, the speaker uses the English phrase “it’s hard to recharge,” showing **Alternation** type code mixing, as they switch between languages in different parts of the sentence. The code mixing here serves a **Socioexpressive Function**, as saying “it’s hard to recharge” conveys the speaker’s difficulty in regaining energy in a crowded environment, highlighting their needs as an introvert. This choice of language expresses their feelings of frustration or exhaustion.

Datum 18/Time (00:6:57)

Waktu sekolah dan di UK, itu kita bener-bener dianggap (When we were in school and in the UK, we were truly considered) adult, can people drink people can do anything that they want at eighteen.

In this sentence, the speaker uses the English phrase “adult, can people drink people can do anything that they want at eighteen” entirely in English, which illustrates Alternation type code mixing. Here, the speaker switches languages within the same utterance, moving from Indonesian to English. The phrase demonstrates a socioexpressive function because it reflects the speaker's feelings about cultural differences in the concept of adulthood. They perceive that turning eighteen in England provides more freedom and responsibility compared to other places, and use English to express their views on how adulthood is perceived differently across cultures.

Datum 14/Time (00:7:30)

Tapi mau nggak mau, aku juga jadi belajar untuk menegenal konteks gitu (But whether I like it or not, I also had to learn to understand the context), you know, the rules that apply really depends on the context you're in.

In this sentence, the speaker says, “you know, the rules that apply really depends on the context you’re in” entirely in English. This is an example of **Alternation** type code-mixing, as the speaker switches between two languages in different clauses. The sentence

begins in Indonesian and then shifts to English with "you know, the rules that apply really depends on the context you're in" within the same utterance. This shift demonstrates a **Socioexpressive Function**, as the speaker uses English to convey personal feelings and experiences about the significance of context in understanding rules.

Datum 46/Time (00:14:28)

Iya, waktu itu kayaknya aku ngobrol sama kamu waktu (Yes, I think I was chatting with you at that time) **i was deciding, you remember?** *Buat SI.* (For S1).

The sentence "I was deciding, you remember?" illustrates the **Alternation** technique in code-mixing, where the speaker switches between Indonesian and English within a single sentence. This sentence exemplifies a **Stylistic Function**, as the use of English adds emphasis and makes that part of the conversation stand out. It also signals a shift in tone to a more relaxed and informal discussion with the listener, making the conversation more engaging and clear.

Datum 66/Time (00:17:45)

Waktu itu, soalnya aku 17 tahun (At that time, because I was 17 years old), it's to young to be going aboard. *Mama takut* (Mom was scared), **are you ready, all these things**, *dan itu ya, akhirnya proses negoisasi, proses* (and that's what, finally the negotiation process, the process) proving to them that *ternyata mungkin* (it turns out maybe) my opinion can be more falid than theirs for my case.

In this sentence, the speaker says, "are you ready, all these things" entirely in English. This is an example of **Alternation** type code-mixing, where the speaker alternates between languages across different clauses. The speaker starts in Indonesian and then switches to English with "are you ready, all these things" within the same utterance. This sentence demonstrates the function of **Identity Marking**, as the use of English signals that the speaker identifies with a more international or modern style of communication, helping to distinguish their identity within the conversation.

C. Congruent Lexicalization

Datum 74/Time (00:19:18)

Word-word *apa yang benar-bener ngebantu aku juga kalau misalnya ada konflik-konflik sama orang tua atau sama keluarga besar, gitu ya* (what really helps me when there are conflicts with my parents or extended family is having a supportive community), just remember and keep in mind intentionnya *tu, apa gitu* (what is that).

The phrase “word-word” exemplifies Congruent Lexicalization as it blends English words with Indonesian sentence structure. This mix integrates English vocabulary into Indonesian sentence patterns without changing the overall structure. The use of “word-word” also demonstrates Identity Marking, as it shows how the speaker uses English vocabulary to highlight or emphasize aspects of their identity, such as their language skills or an international communication style.

Type of Code-Mixing	Function of Code-Mixing					Total
	F1	F2	F3	F4	F5	
T1	61	0	1	0	8	70
T2	17	0	7	0	52	76
T3	1	0	0	0	0	1
Total	79	0	8	0	60	147

Table 4.3 Table of Componential Analysis

Note:

T1: Insertion

T2: Alternation

T3: Congruent Lexicalization

F1: Identity Marking

F2: As a Strategy of Neutrality

F3: Stylistic Function

F4: Important Sociocultural and Textual Function

F5: Socioexpressive Function

Discussion

In this section, the researcher compares their findings with previous studies to highlight similarities and differences in the use of code-mixing. The study on Maudy Ayunda’s podcast with Cinta Laura identifies and categorizes the types and functions of code-mixing, revealing that Insertion (T1) and Alternation (T2) are the most common types. This aligns with Perlina (2022), which also found Sociolinguistic Function (F5) to be the primary reason for code-mixing, though Insertion (T1) is more dominant in this study and Congruent Lexicalization (T3) is less common. Similarly, Hidayah (2022) reported Insertion (T1) and Alternation (T2) as the main types, with Insertion (T1) being the most dominant, while Congruent Lexicalization (T3) was absent.

Comparing with Astari (2023), the study shows that Alternation (T2) is the most dominant type of code-mixing, with Insertion (T1) still relevant but Congruent Lexicalization (T3) missing from the data. This consistency highlights the preference for using code-mixing for expressive and stylistic purposes.

In the analysis, three types of code-mixing were identified: Alternation (T2) with 76 data, Insertion (T1) with 70 data, and Congruent Lexicalization (T3) with just 1 data. The dominant function of code-mixing is Identity Marking (F1) with 79 data, followed by Socioexpressive Function (F5) with 60 data, and Stylistic Functions (F3) with 8 data. Important Sociocultural and Textual Functions (F4) and As a Strategy of Neutrality (F2) were not observed. This suggests that Maudy Ayunda uses code mixing primarily for fluid and clear conversation, with a strong preference for Alternation (T2). As a fluent English speaker, her frequent use of English in daily life leads to considerable code-mixing.

In Maudy Ayunda's podcast, which is primarily in Indonesian, code-mixing patterns reflect specific communicative goals. Alternation (T2) is used predominantly for Socioexpressive Function (F5), allowing her to switch between languages to convey emotions and personal experiences more effectively. Insertion (T1) is used for Identity Marking (F1), incorporating English phrases to emphasize her cultural background and identity. The minimal use of Congruent Lexicalization (T3) suggests that blending lexical elements from both languages is less relevant in this context.

Conclusion and Suggestions

⁴Based on the analysis, the researcher concludes that Maudy Ayunda's use of code-mixing in the Cinta Laura podcast involves a total of 147 data. Among these, Alternation is the most common type, with 76 data, followed by Insertion with 70 data, and Congruent Lexicalization with just 1 data. The primary function is Identity Marking, appearing in 79 data, while the Socioexpressive Function is present in 60 data, and the Stylistic Function is the least frequent with only 8 data.

The findings indicate that Maudy Ayunda primarily uses Alternation (T2) for the Socioexpressive Function (F5), frequently switching between languages to express emotional and social nuances, reflecting cultural richness in the conversation. Insertion (T1) is mainly used for Identity Marking (F1), where she integrates English elements to emphasize her cultural and social identity. This usage is influenced by her fluency in English and her international education, which contribute to her frequent code mixing.

The researcher emphasizes the growing relevance of studying code-mixing in various contexts such as everyday conversations and podcasts. They suggest that future research should approach data analysis with greater precision, given the increasing number of code-mixing subjects. The researcher hopes this study serves as a reference for future research, enhances understanding of code-mixing phenomena, and contributes to improving language

use practices. Additionally, they invite criticism and suggestions to refine and advance the research further.

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