

AN EVALUATION OF CODE MIXING USAGE IN THE PUELLA ID PODCAST

Wardah Nur Imamah^a, Dwi Taurina Mila Wardani^b, Firqo Amelia^c

^{a,b,c} Universitas Abdurachman Saleh Situbondo
Jalan PB. Sudirman No. 7 Situbondo, Indonesia

*pos-el: sarimalikaaa301919@gmail.com , Dwi_taurina@unars.ac.id ,
firqo_amelia@unars.ac.id

Abstract

Code-mixing refers to the blending of two or more languages or language varieties within a single utterance. Therefore, the purpose of this research is to identify the types of code-mixing and the functions of code-mixing based on Hoffman's (1991) theory, as observed in the conversations between Laura and Azkanio on the YouTube channel PUELLA ID.

In this research, the data analysis technique used is descriptive qualitative analysis. The researcher focused on a deep interpretation of the data obtained from a speech study on the YouTube channel, particularly in conversations between Cinta Laura and Azkanio. The data analysis was conducted based on Hoffman's (1991) theory. The stages of analysis include identifying the types of code-mixing used in the conversation and the functions of such code-mixing, such as emphasizing certain points, expressing social identity, or facilitating communication. The research aimed to reveal how code-mixing is used in everyday conversation within the digital media context.

The results of this research revealed that the types of code-mixing used by Cinta Laura and Azkanio in conversation include intra-sentential code-mixing, intra-lexical code-mixing, and involving change pronunciation. This code-mixing is used as a method to ensure that the message being conveyed is understood by the listener. The functions of this code-mixing include narrating a specific topic, quoting someone, and showing empathy in a conversation. The use of code-mixing aims to minimize misunderstandings so that the interlocutor can better understand the speaker's intentions. This code-mixing is most often heard when speaking with a group of people, where speakers often mix languages to make the message easier to understand.

Keywords: Code Mixing, Youtube, Puella ID

INTRODUCTIONS

One of the most important aspects of human relationships is using language as a communication tool. Language is a key part of human life, helping to represent social identity, group membership, and unity. It's also used to build relationships and interact with others. Because of this, many people are able to learn more than one language besides their native language (Noval, 2011).

A code is a system used for communication between two or more people in different situations (Wardagh & Fuller, 2015). In daily communication, people often choose different languages depending on the situation. When people want to talk to each other, they choose a specific language to express their emotions. Astuti (2017) said that people use two or more languages to express thoughts, instructions, or experiences so that the listener or reader understands what is being said. Code refers to the specific language system used in communication, while language is a larger system of symbols, including rules for communication. In code-mixing, speakers blend two or more codes (languages or speaking styles) in the same sentence or conversation, showing their bilingual or multilingual ability. This phenomenon is known as code-mixing. Nababan (1981) describes it as a linguistic situation where two or more languages are combined in one act of communication, without any outside factors forcing the mix.

In everyday life, many people mix two languages when speaking, which helps make communication easier. Cinta Laura and Azkanio are examples of people who frequently mix languages when they talk. They often switch between Indonesian and English. Both Cinta and Azkanio find it hard to speak only in Indonesian, so they mix languages, which is especially noticeable when they are on podcasts where they often blend Indonesian and English. This reflects their bilingual background and the challenges of expressing themselves in just one language.

Cinta Laura Kiehl, born on August 17, 1993, in Quakenbrück, Germany, is a multilingual Indonesian singer. With a German background, she is also fluent in English. Growing up abroad due to her father's job as the General Manager of the "Hotel Grand Hyatt," she developed a diverse cultural background. Her speaking style combines Indonesian and English. Recently, she launched a YouTube channel in Indonesia called PUELLA ID, which focuses on educational content, especially for women and the younger generation.

Azkanio Nikola Corbuzier, born on June 4, 2006, in Jakarta, is a multilingual YouTuber and the son of Indonesian celebrities Deddy Corbuzier and Kalina Ocktaranny. Azka often mixes languages when speaking and tends to use English more than Indonesian. This is because he has dyslexia, and his father, Deddy, found it easier to teach him in English. Azkanio is also passionate about parkour and has gained international recognition in the sport.

Given Cinta Laura and Azkanio frequent use of code-mixing, this study aims to explore the patterns of code-mixing they use, focusing on the types of code-mixing and the reasons behind their bilingual communication style.

REVIEW OF LITERATURE

Sociolinguistics

Holmes (2013, p.1) defines sociolinguistics as the study of how language relates to society. It looks at how people choose different languages based on the situation and environment, focusing on how common languages help clear communication. Sociolinguistics studies the social side of language and understands that language and its structure change depending on social context. It explores how social factors influence parts of language like sounds, words, and sentences. Sociolinguistics connects the study of the formal structure of language, as done in linguistics, with the social factors that shape language use. Ohoiwutun (1997) explains that sociolinguistics, as an interdisciplinary field, aims to show how people effectively use language rules in different situations.

In simple terms, sociolinguistics is the study of how language interacts with society, focusing on how language use changes based on social context and environment. It explores how social factors affect language and the choices speakers make. This field links the structure of language with the social situations that influence its use. In this research, sociolinguistics helps explain how code mixing is used in social interactions and what social factors influence it. The study looks at how social context, identity, and relationships between speakers affect language choices and code mixing in everyday conversation.

Code Mixing

Code mixing is when people use more than one language in a single conversation or text. It can occur at the level of words, phrases, or sentences. As Muysken (2000) explains, code mixing involves blending different languages within one utterance. Nababan (1993) adds that it involves switching languages in a conversation or text, either within a single expression

or across different parts. Essentially, code mixing is when someone switches between languages during a conversation without changing the overall context. Factors influencing code mixing include the communication setting, social environment, proficiency in both languages, and the need to express ideas more effectively in one language.

Types of Code Mixing

Understanding code mixing involves examining its various forms, each with different uses in bilingual or multilingual communication. According to Hoffmann (1991), there are three main types based on syntactical patterns: intra-sentential, intra-lexical, and phonological code mixing.

1. Intra-sentential Code Mixing

Intra-sentential code mixing happens when a speaker mixes words, phrases, or clauses from another language within the same sentence or utterance (Hoffmann, 1991).

2. Intra-lexical Code Mixing

Intra-lexical code mixing occurs at the level of individual words, often creating hybrid forms by blending elements from different languages (Hoffmann, 1991).

3. Involving Change Pronunciation Code Mixing

Phonological code mixing involves changes in pronunciation when switching between languages, reflecting shifts in how words are pronounced (Hoffmann, 1991).

Functions of Code Mixing

Hoffmann (1991) describes several functions of code mixing:

1. To Talk About a Particular Thing

People sometimes switch languages to discuss specific topics, especially when they find it easier to express certain ideas or emotions in a different language (Hoffmann, 1991).

2. To Quote Somebody Else

Code mixing is also used when quoting well-known phrases, often from English-speaking sources, especially as more Indonesians are fluent in English and can incorporate these quotes into their own language (Hoffmann, 1991).

3. To Be Emphatic About Something

Speakers may switch languages to emphasize their point. They might use their first language to express strong emotions or switch to their second language when it feels more comfortable or effective for making their point (Hoffmann, 1991).

PUELLA ID

The "PUELLA ID" podcast, started by Cinta Laura in February 2021, is an engaging project launched on her YouTube channel. The name "PUELLA ID" comes from Latin, meaning a strong, confident, and smart woman—qualities that reflect Cinta Laura's diverse talents as a singer, actress, and activist. The podcast covers a variety of important topics such as social issues, mental health, careers, and relationships.

Cinta Laura likely started this podcast to share her personal experiences and insights, aiming to create a space for meaningful discussions beyond the typical glamorous aspects of the entertainment industry. The podcast probably began with a clear vision from Cinta Laura, who may have wanted to address topics she's passionate about or share stories she's heard from others.

Creating a podcast involves developing a strong concept, planning content, and structuring the episodes. Cinta Laura might have worked with a production team or experts to handle scripting, recording, audio editing, and arranging for guests. Once launched, "PUELLA ID" was expected to be well-received by listeners, offering inspiration, insight, and support. As the podcast grows, it may continue to explore new topics and feature interesting guests, making it a meaningful platform for Cinta Laura to connect with a global audience and share important messages.

Methodology

This research used a qualitative descriptive approach to analyze the podcast episode titled "Janji Nada ke Papa Deddy and Azka." The study focused on examining the code mixing in the conversations between Cinta Laura and Azka within this podcast. According to Creswell & Creswell (2018), research design is a plan that helps researchers collect, evaluate, and interpret data. The main aims of qualitative research, as noted by Ary et al. (2010), are to understand social phenomena and provide detailed linguistic descriptions of settings, circumstances, and participants. The research process involves formulating questions and procedures, collecting data in participant settings, analyzing data by identifying specific themes that lead to broader insights, and interpreting the data's meaning (Creswell & Creswell, 2018). Although qualitative research does not start with a hypothesis, it can lead to the development

of one during the study. This research applied qualitative descriptive methods to achieve its objectives.

In qualitative research, the researcher acts as the main tool for data collection, using methods like observation, interviews, or reviewing documents (Ary et al., 2010). For this study, the data was sourced from a conversation between Cinta Laura and Azka in the PUELLA ID podcast. The researcher will gather data by watching the podcast video.

To collect data effectively, a researcher follows a series of systematic steps. First, they watch PUELLA ID videos related to the research topic to gather primary information. Next, they transcribe the dialogue from these videos, creating a textual document for further analysis. The final step involves recording the data identified during the analysis, including the types and functions of code mixing in the conversations between Cinta Laura and Azka. This approach ensures that the data collected is relevant and thorough, helping to address the research questions effectively.

The researcher analyzed the data following the approach outlined by Creswell & Creswell (2018):

1. Data Organization and Preparation:

- Collected relevant dialogue from the PUELLA ID podcast episode "Promise Nada to Papa Deddy and Azka."
- Organized the data into appropriate categories.

2. Reading All Data:

- Thoroughly read all collected material to understand the context and get an overall sense of code mixing usage.

3. Coding the Data:

- Applied codes or labels to each element based on specific concepts using the following coding scheme:
 - Type:
 - Intra-sentential (T1)
 - Intra-lexical (T2)
 - Involving changes in pronunciation (T3)
 - Function:
 - To talk about a particular thing (F1)
 - To quote somebody else (F2)
 - To be empathetic about something (F3)

4. Creating Theme Descriptions through Coding:

- Compiled coded elements into broader categories, such as types and functions.
- Grouped similar codes into themes or symbols.

5. Using Qualitative Narrative to Explain Themes:

- Developed detailed narrative descriptions of each identified theme using specific data examples.
- Explained how the symbols relate to different types and functions of code mixing.

6. Interpreting and Making Meaning of Data:

- Applied Hoffman's framework on code mixing types and functions to interpret the data.
- Drawn conclusions about how these findings impact our understanding of code mixing in everyday life (Creswell & Creswell, 2018).

Findings and Discussion

There are three functions formulated in intra sentential, those are:

Intra Sentential

1. To talk about a particular thing

Datum 1 (T1/F1)

Cinta Laura: "*Banyak **study** menunjukkan bahwa seringkali saudara angkat mengalami ketidakpercayaan diri karena merasa tidak mendapatkan rasa cinta dan juga perhatian yang sama seperti anak kandung anggota keluarga tersebut*".

("Many study show that often, adopted siblings experience a lack of self-confidence because they feel they do not receive the same love and attention as the biological children in the family"). (00.38-00.50)

Cinta Laura mentioned that adopted children often experience self-doubt due to concerns about not receiving the same level of affection as biological children in the family.

The type of code mixing here is intra-sentential, as Cinta Laura blends Indonesian and English within the same sentence. For example, in her phrase, "Many studies show this," the word "studies" is a case of phrasal code mixing, where the two languages meet within the conversation.

The function of this code mixing is to discuss a specific topic, as it reflects emotional expression in a way that is not typical for everyday conversation. Cinta Laura frequently uses both English and Indonesian in her daily life.

2. To quote somebody else

Datum 2 (T1/F2)

Cinta Laura: “*Seorang laki-laki ganteng yang kecerdasannya dan kedewasaannya untuk bercerita tentang kenyataan di balik **broken home** mendapatkan perhatian dari BBC English.*”

("A handsome young man whose intelligence and maturity in discussing the realities behind a broken home have caught the attention of BBC English") (00.55-01.05)

Cinta Laura introduced her guest, Azkanio, by briefly sharing his background, mentioning his parents' divorce and how it had drawn attention from BBC English.

The type of code mixing here is intra-sentential, as it occurs within a phrase that blends Indonesian and English. For instance, Cinta Laura used the term "broken home" when talking about Azkanio's family situation, reflecting both the phrasing and emotional impact of the divorce.

The function of this code mixing is to quote a commonly used term, as "broken home" is a widely recognized phrase. By using it, Cinta ensures the meaning is clear and easily understood by the audience.

3. To be emphatic about something

1. Datum 5 (T1/F3)

Cinta Laura : “***So welcome**, ini kebetulan guys temen-temen sekolah aku. Kita satu geng, keliatan kan geng pink semua, ada pink sedikit, pink pink pink and i miss you all so much*”.

("So welcome, it just so happens that these are my schoolmates, guys. We're a gang, you can see we're all wearing pink, a little bit of pink, pink pink pink and I miss you all so much") (01.46-01.59)

In the podcast, Cinta Laura greeted her two guests, Azkanio and Nada, with warm smiles as they entered and took their seats. Cinta, prepared with a list of intriguing questions, was ready to engage these two children, each with their own unique personalities, as they shared their stories and experiences.

The type of code mixing here is intra-sentential, as it occurs within the phrase: "so welcome, this happens to be my school friends. We are one gang, we are all pink gangs, there

is a little pink, pink pink pink and I miss you all so much," blending both English and Indonesian within a sentence.

The function of this code mixing is to emphasize something, as the phrase "so welcome" is used to create a warmer and more personal tone compared to the simple "welcome," which can sound more formal. The word "so" adds emphasis, conveying a heartfelt and enthusiastic greeting.

Intra Lexical

1. To talk about particular thing

Datum 9 (T2/F1)

Cinta Laura : *“Nada terakhir aku ketemu saat final IMB kalau gak salah. Kalau Azka kita terakhir ketemu juga di IMB di Indonesia Mencari Bakat tapi bukan di **final-nya** one other episode before that”*

("The last time i met Malika was at the IMB final, if i'm not mistaken. "We last met Azka at IMB in Indonesia Looking for Talent but not in the final one other episode before that") **(01.59-02.09)**

Cinta Laura recalled her last meeting with Nada during the final round of the IMB event, where she served as a judge, as Nada was a contestant at the time. She also met Azka during a different episode of the same show.

The type of code mixing here is intra-lexical because Cinta Laura blends English and Indonesian at the word level. For instance, when she says "final," she adds the Indonesian suffix "-nya" to form "finalnya."

The function of this code mixing is to discuss a specific topic, as the word "final" is commonly used in both Indonesian and English, and it carries the same meaning, just pronounced differently in each language.

2. To quote somebody else

Datum 58 (F2/T2)

Cinta Laura : *“Tapi karena Azka punya mindset ga peduli apa yang orang bilang dan katakan akhirnya mereka juga cape **ngebully** Azka karena mereka bisa liat bahwa Azka tidak terpengaruh oleh kata-kata mereka”*

("But because Azka has the mindset of not caring what people say or say, in the end they got tired of bullying Azka because they could see that Azka was not affected by their words") **(13.02-13.14)**

Cinta Laura concluded from Azka's previous response that he was unaffected by the bullying he experienced from his classmates in the past, and eventually, the bullies stopped their behavior.

The type of code mixing used here is intra-lexical, as Cinta Laura combines Indonesian and English at the word level. For instance, she uses the term "nge-bully," adding the Indonesian prefix "nge-" to the English word "bully."

The function of this code mixing is to quote a common term, as "bully" is a widely recognized and frequently used word. This ensures that the meaning is clear and easily understood by the listeners.

Involving change pronunciation

1. To talk about particular thing

Datum 10 (T3/F1)

Cinta Laura : *“Nada terakhir aku ketemu saat final IMB kalau gak salah. Kalau Azka kita terakhir ketemu juga di IMB di Indonesia Mencari Bakat tapi bukan di akhirnya one other **episode** before that”*

("The last time I met Malika was at the IMB final, if I'm not mistaken. "We last met Azka at IMB in Indonesia Looking for Talent but not in the final one other episode before that") **(01.59-02.09)**

Cinta Laura recalled her last meeting with Nada during the final round of the IMB event, where she was a judge and Nada was a participant. She also met Azka during a different episode of the same show.

This type of code mixing involves a change in pronunciation. In this conversation, Cinta Laura uses the word "episode" in English, which has a similar pronunciation in Indonesian but retains the same meaning.

The function of this code mixing is to discuss a specific topic, as the word "episode" is commonly used in both Indonesian and English. The meaning remains consistent, even though it is pronounced differently in each language.

2. To quote somebody else

Datum 8 (T3/F2)

Cinta Laura : *“Nada terakhir aku ketemu saat **final** IMB kalau gak salah. Kalau Azka kita terakhir ketemu juga di IMB di Indonesia Mencari Bakat tapi bukan di akhirnya one other episode before that”*

("The last time I met Malika was at the IMB final, if I'm not mistaken.
"We last met Azka at IMB in Indonesia Looking for Talent but not in the
final one other episode before that") (01.59-02.09)

Cinta Laura recalled her last meeting with Nada during the final round of the IMB event, where she was a judge and Nada was a participant. She also met Azka during a different episode of the same show.

This type of code mixing involves a change in pronunciation, as Cinta Laura blends Indonesian and English. When she says the word "final," she shifts from the Indonesian pronunciation to the English phonological structure of the word "final."

The function of this code mixing is to quote a commonly used term, as "final" is widely recognized. By using the original language, Cinta Laura ensures that listeners easily understand the meaning.

3. To be emphatic about something

Datum 51 (F3/T3)

Cinta Laura : *"Okay, dan tadi sempat ngobrol dibalik layar dan misalnya Nada ga nyaman ngomongin ini mungkin Azka bisa bantu"*
("Okay, and I was chatting behind the scenes earlier and for example
Nada wasn't comfortable talking about this, maybe Azka could help")
(09.48-09.45)

Cinta Laura asks Azka to assist Nada in answering her questions if Nada feels uncomfortable with them.

The type of code mixing here involves a change in pronunciation, as Cinta Laura modifies the pronunciation of "okay" from English to fit the Indonesian phonological structure.

The function of this code mixing is to emphasize something, as Cinta Laura uses the original expression "okay," a commonly recognized term, to ensure that the audience clearly understands her message.

DISCUSSION

In everyday life, people often use mixed languages, a practice explored in various studies, including those focusing on Cinta Laura's podcast with Azkanio and Nada. The research examines how Cinta Laura, accustomed to using both Indonesian and English due to her international background, and Azkanio, who mixes languages due to dyslexia, use code mixing in their conversations. The study finds that intra-sentential code mixing—where

different languages are mixed within sentences—is the most prevalent form in their discussions. This type of mixing allows for clearer communication and better expression of complex ideas.

Previous studies, such as those by Satvika (2023) and Nasution et al. (2021), also explore code mixing, often identifying intra-sentential mixing as dominant. For example, Agnez Mo's podcast was found to have a high use of insertion types. Meda & Nasa (2023) and Eripuddin et al. (2023) also highlight trends in code mixing, showing that insertion is frequently used in various contexts.

In summary, intra-sentential code mixing is prominent in the podcast due to its ability to facilitate fluid and nuanced conversation. It reflects the speakers' backgrounds and preferences, with Cinta Laura's international experiences and Azkanio's dyslexia influencing their use of mixed languages.

CONCLUSION AND SUGGESTIONS

Conclusion

The study found ninety-seven instances of code mixing on the PUELLA ID YouTube channel, involving three types and three functions of code mixing according to Hoffman's theory (1990). Cinta Laura and Azkanio used these mixed codes during their podcast conversations.

The reasons behind their use of mixed codes include social factors for Cinta Laura, who incorporates Indonesian and English due to her background, and Azkanio's dyslexia, which influences his language mixing. This practice helps both speakers and their audience understand the conversation more easily.

In conclusion, code mixing occurs for various reasons, such as motivating others to express feelings that may be hard to convey in one language, dealing with vocabulary limitations, overcoming language barriers, and cultural influences.

Suggestions

The study has certain limitations due to its narrow data collection scope, resulting in a limited number of samples. This constraint affects the comprehensiveness of the data analysis

and may hinder readers' understanding and further research. To address this, the researcher recommends future studies explore different research objects beyond podcasts and use less commonly applied methods. This would enable a more extensive and detailed investigation of code mixing.

Additionally, the researcher suggests that readers interested in code mixing should first familiarize themselves with its types and functions. This foundational knowledge will aid in analyzing various speech contexts, particularly on social media platforms like YouTube, which feature diverse language use, including code mixing. For language learners, observing code mixing on YouTube can enhance their grasp of language nuances and social contexts. Thus, this research offers both academic insights and practical advice for those interested in linguistic phenomena.

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