AN ANALYSIS OF CODE MIXING USED IN BOY WILLIAM'S YOUTUBE VIDEO CHANNEL

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ABSTRACT

Code mixing is a common phonemon in societies where two or more languages are used within one sentence. Data was collected through documentation technique because the data source from boy William's video YouTube channel with guest star actor Reza Rahardian. This research has two objectives. Firstly, the research aims to identify the various types of code mixing in this video using Muysken's theory. Second, the aim of this research is to find out the function of code mixing using Hoffman's theory. The data were analyzed using qualitative content analysis. The finding showed that it was found 84 types of code mixing on Boy William's video, the most frequently used in the types of code mixing is Insertation was found 35 data, alternantion 34 data, and congruent lexicalization 15 data. The functions of code mixing in the video include talking about particular topics, emphasis, interjections, repetition for clarification, clarifying speech content, and expressing group identity.

Keywords: Code Mixing, Sociolinguistic, YouTube

ANALISIS CAMPUR KODE YANG DIGUNAKAN DI DALAM SALURAN VIDEO YOUTUBE BOY WILLIAM

ABSTRAK

Campur kode adalah fenomena umum dalam masyarakat di mana dua atau lebih bahasa digunakan dalam satu kalimat. Pengumpulan data dilakukan melalui teknik dokumentasi karena sumber data berasal dari channel YouTube video boy William dengan bintang tamu aktor Reza Rahardian. Penelitian ini memiliki dua tujuan. Pertama, penelitian ini bertujuan untuk mengidentifikasi berbagai jenis pencampuran kode dalam video ini dengan menggunakan teori Muysken. Kedua, tujuan dari penelitian ini adalah untuk mengetahui fungsi code mixing dengan menggunakan teori Hoffman. Data dianalisis dengan menggunakan analisis konten kualitatif. Hasil temuan menunjukkan bahwa ditemukan 84 jenis pencampuran kode pada video Boy William, yang paling sering digunakan pada jenis pencampuran kode adalah Insertasi ditemukan 35 data, alternansi 34 data, dan leksikalisasi kongruen 15 data. Fungsi code mixing dalam video antara lain membahas topik tertentu, penekanan, interjeksi, pengulangan untuk klarifikasi, klarifikasi isi pidato, dan pengungkapan identitas kelompok.

Kata kunci: Campur kode, Sosiolinguistik, YouTube

INTRODUCTION

In sociolinguistic, code mixing is mixing two codes or languages without changing the topic. It is a common phoneme in socities which two or more languages are used in one sentence. Wardhaugh Ronald (2006) states that language and society are related. This has proven that language is very important in terms of human daily activities. Language is a complex system that encompasses written, spoken, and grammatical elements, which combine to provide a means of communication. Through the process of combining individual speech sounds into words and then forming those words into sentences, individuals create coherent language that can be comprehended and interpreted (Richards, 1992).

The fact that people nowdays no longer use one language to communicate with each other. Therefore, many people mix their language with foreign languages in order to make their related conversations more interesting. from the defeat of young people, adolescents, and even the elderly. Even in video content, the creator, influencer, and celebrities no longer use one language. They display their language so that the content they provide is more friendly and relaxed also using code-mixing by influencers intrigues the followers' curiosity and motivates them to improve their English skills. For example, content creator Boy William often uses code mixing in his videos. Therefore, researchers want to examine one of Boy William's videos in the Drink with Boy segment in collaboration with Reza Rahardian.

The researcher was interested in invading Boy William's YouTube Channel as a subject in this study because he is one of the artists who frequently uses English in his conversation and mixes his language between English and Indonesian, which shows in the YouTube content he uploads on his channel. Furthermore, he already has a variety of videos on his channel, making it easier for the researcher to choose which video to analyze. In this study, the researcher looked for the types and functions of code mixing in Boy Willam's video.

LITERATURE REVIEW

According to Hudson 1996: 4), the term "sociolinguistics" is the phrase that is used to characterise the study of language in relation to society. Sociolinguistics is the examination of how language and social factors influence one another. For this reason, language has emerged as one of the most essential instruments for being able to participate in social activities. As a result of the existence of language among the social, it will be simpler for individuals to engage with one another and communicate with one another to a greater extent.

According to Webster's Dictionary (1961) bilingualism refers to the ability to speak, understand, and use two languages. Particularly when individuals speak fluently as if it were their first language and it becomes ingrained in their behaviour. This previous statements has been supported by Bloomfield (1935: 56) who defines bilingualism as the proficient command of two languages at a native-like level.

In sociolinguistics, "code" implies any variation of languages inside a language or among various languages, including distinct accents, linguistic styles, or dialects. According to Stockwell (2002), individuals use a code as a symbol of nationalism to communicate in a specific language, dialect, register, accent, or style for a variety of occasions and purposes. Typically, the code employs a clear version of the community's language for communication. Wardaugh (2006: 86) stated that a language or a variation of a language as a code. It also supported Myers Scotton (1998), who contends that code in this context might refer to a language or any variety of languages. The phrase benefits from its neutrality. The neutral term "code" can refer to any mechanism that two or more individuals use for communication. In other words, individuals must select a specific language before they commence speaking. We denote dialect and style as a particular code. Nevertheless, individuals will combine and alternate codes based on the context.

According to Muysken (2000) code mixing is the use of lexical items and grammatical features between two languages that appear in one sentence. Wardhaugh (2006) stated that code mixing occurs when speakers use both languages together to the extent that they change from one language to the other in the course of a single utterance. The phenomenon of speaking more than one language is common in this modern era. It's because some individuals learn, speak, and utilize other languages, particularly the English language. It is relevant that English is used often in social media (Facebook, Twitter, Instagram), YouTube, and television programs (reality shows, news, and entertainment).

According to Muysken (2000) Code-mixing is commonly categorized into three primary types: insertion (adding a word or phrase), alternation (changing a clause), and congruent lexicalization (using a dialect). Among these, the most prevalent kind of code-mixing in society is insertion.

a. Insersation

Insertion is the constraint in the terms of structural properties of some base or matrix structure. Code mixing is the process of borrowing and inserting an foreign lexical or phrasal category into a given structure. The difference between borrowing and insertion is simply the size and type of element inserted noun, adjective, verb, and the syntactical structure of the borrowed language.

For example: Nanami, kamu pasti *knew* tentang kejadian ini kan?
(Nanami, you must be knew about this matter right?)

The example above illustrates that the speakers insert the word from another language, 'knew', which translates to 'tahu' in Bahasa, between the sentences. It is referred to as insertion.

b. Alternation

The constraint of mixing in terms of compatibility or equivalence of the languages involved at the mix point, and clause, is known as alternation. As opposed to insertion, alternation is a mixing approach in which two languages remain distinct bilingually. Furthermore, the observed alternation to display A that is not nested... Structure, which implies that items that continue and follow the "switched string" are not "structurally" connected. Poplack expects that the element of language A is followed by the constituent of language B. Language A is dominant, and language B is undefined.

For example: Gojo, kamu sudah menyelesaikan *your homework* belum?
(Gojo, have you finishing your homework yet?)

From the example above the speaker used 'your homework' in the middle of sentences to mix language to give a sign to Gojo to finisihing his homework.

c. Congruent Lexicalization

Congruent lexicalization occurs when two languages share a grammatical framework that can be filled with words from each language. This phenomenon has been observed in second-generation migrant groups, dialect/standard and postcreole continua, and bilingual speakers of closely related languages with nearly equal prestige and no legacy of overt language separation.

For example: Tanjiro selalu melemparkan *coin* untuk memutuskan pilihannya.
(Tanjiro always flipped the coin to decided his choices)

From the example above, the speakers inserted words 'coin' which is in bahasa familiar or use same grammatical 'coin'. The words of 'coin' is not a new from the native speakers.

Hoffman (1991) states that some functionally bilingual individuals frequently switch or mix their languages.

a. Talking about particular topic

People employ code-mixing to enhance their comfort during conversations, particularly in informal contexts such as everyday interactions. Speakers can struggle to articulate their ideas, prompting them to employ code mixing to communicate their views. Additionally, individuals are more free to express themselves and combine their native tongue with other languages to convey ideas, feelings, and other things.

b. Quoting Somebody Else

Code mixing can occur when someone quotes a famous word, phrase, proverb, or

saying from a well-known person. Given the widespread understanding of English among Indonesians nowadays, it's possible to quote these renowned figures in their native tongue. For instance, phrases such as "a fat cat," "a piece of cake," "big cheese," and "the apple of my eye" can be expressed in their original language.

c. Being emphatic about something

These days, people express their empathy through words. If someone is skilled in a foreign language and shows empathy in it instead of their first language, or the other way around, they feel stronger. People can intentionally or unintentionally display this kind of understanding. Speaking a second language instead of one's first language can sometimes make people feel more comfortable and understood. For instance, they may respond with phrases such as "Yes, that's okay," "I'm sorry," "Oh no, what a shame," "I'm here for you," "Just get over it," and so on.

d. Interjection

When speaking two languages simultaneously, bilinguals can inadvertently add exclamation points to their sentences to emphasize certain words or phrases and help the listener grasp what they are saying. Typically, speakers employ this to convey their emotions or capture attention. For instance, they might use phrases such as "Damn!" "Geez!" "What the hell!" "That's crazy!" "Bro!" "Oh my god!" and so on.

e. Repetition for Clarification

Bilingual individuals often alternate or blend their languages during communication. Hence, to ensure the listener comprehends their message, they frequently reiterate their phrase. This explains why people repeated phrases or words in a foreign language.

f. Clarifying The Speech Content for the Interlocuter

Bilingual individuals frequently employ various codes when conversing with fellow bilinguals. Thus, the speakers occasionally utilize other codes to guarantee that their intentions are clearly delivered to the listeners. Sometimes, the local tongue cannot translate certain terms.

g. Expressing Group Identitiy or Solidarity

A group uses code mixing as a means of expressing their identity. They employ it not only to facilitate their group's acceptance into other communities, but also to create an impression of distinctiveness and stability within the group's atmosphere.

RESEARCH METHOD

In this study researcher use a qualitative content analysis to collecting data. The data form is obtain from Boy William's video YouTube channel. The researcher will use a descriptive text to explain the data.

The process in this study consists a book, a pen, a mobile phone, a digital dictionary, and a laptop as supporting instruments. The first step the researcher will collect the data by wacthing the video 'Reza Rahardian mau berhenti jadi actor?!? #DrinksWithBoy' and analyse by transcribing the data. Second, the researcher will taking a note to the utterance which contain the types of code mixing and the functions of code mixing. Then, the researcher will make a group of the data and classify based form types of of code mixing and functions of code mixing. Last, the researcher will make a conclusion the result of the data.

RESULTS AND DISCUSSION
Types of Code Mixing
Insertaion

Insertation is the process of borrowing and inserting an foreign lexical or phrasal category into a given structure. Based on the analysis, insertion in code mixing occurs 35 times. The following are the examples of insertation in Boy William's video:

*"*Karena waktu itu gue merasa gue pengen banget menampilkan satu karakter yang tidak ***stereotype.***"
The first example of insertion of code mixing is the phrase "stereotype". From the utterance, Reza incorporated the term *"stereotype"* into the statement, while the other sentences predominantly feature the Indonesian language. This statement incorporated an insertion by adding a single word, "English," to the body of the sentence.

*"*Harusnya gua enggak usah banyak ngomong, gua diem ***defense-***nya tuh lebih ke sikap aja*"*
The last example of insertation of code mixing is In this statement Reza included the English term *"defense-nya"* into the statement about dominance in Bahasa. He presented his perspective on how he should act in the confrontation scene with Kinan in his series Layangan Putus.

Alternation

Alternation is changing the clauses or sentence that are followed by another grammatical term such as subject, verb, or object. Based on the analysis, alternation in code mixing occurs 34 times. The following are the examples of alternation in Boy William's video:

*"*Gila! ***layangan putus is a number one hit web series*** yang ada di Indonesia.*"*
The first example, Boy William conveys his astonishment to Reza Rahardian by referring to his curative series Layangan Putus. This statement is an example of the alternation code mixing type, and it is in the form of a clause.

*"*Beneran nggak sih ***or is it rented?"***
Second, in this utterance Boy William asked about Reza Rahardian regarding the winnings system. Boy William stated, *"or is it rented,"* in English, which translates to *"apa itu dirental?"* in Indonesian. He is discussing the actor who received the award. This statement cannot stand alone because it is a dependent clause; therefore, it requires an additional clause.

Congruent Lexicalization

In the video, Boy William often inserts English words and phrases in Bahasa Indonesia when it discusses specific topics that need special words and phrases whose meanings are generally known by people in their first language. Based on analysis, congruent lexicalization occurs 15 times. The following are the examples of congruent lexicalization in Boy William's video:

*"*Banyak banget yang ***DM*** ke gue nih nanyain soal investasi.*"*
The first example of the lexical congruentlization in this utterance is *"DM,"* which is shortened from *"direct message"* and means "pesan secara langsung." In Indonesia, this word has already become familiar, especially for the Instagram user. People use this word to send messages to other users. In this sentence, Boy William uses the term *"DM"* to inform his audience that a large number of people are sending him messages about the best places to invest.

*"*Tapi gimana karakter ini menjadi karakter yang ***manipulative*** dan itu buat gue lebih jahat.*"*
Reza Rahardian used the term *"manipulative"* to characterise his role as Mas Aris in Layangan Putus. This word is typically used in the first language when people want to describe those who are able to exert control over the feelings of another person in order to achieve their own goal.
Functions of Code Mixing

Base on analysis, the researcher found various functions Boy William frequently mixes Bahasa

Indonesia with English in his video. The functions as a follow:

Talking about particular topic
"Tapi kalau di India kita suka ngeliat-liat aktor *like the Shah Rukh Khan. The Aamir Khan, Salman Khan* Indonesia cuman ada elu.*"*
In this data, Boy William mixes his language to compliment Reza Rahardian, stating that his acting skills already resemble those of senior actors such as Shah Rukh Khan, Aamir Khan, and Salman Khan. And also praising how effortlessly he transitions between different characters. William believes that with each performance, Reza is solidifying his place among the greats of the film industry.

Being Emphatic About Something
"Orang pasti mikirnya gue kalau kenalan sama yang ini orang *genuine* ga ya? *Acting* ga ya dia didepan gua? Karena *how do I know if you are acting or not?* Lu ga takut *people look at you that way?"*
Boy William mixes his language here to showing his concern for Reza Rahardian with his life behind a camera. Given his skill as an actor, it must be challenging for him to win people over without any reservations.

Interjection
"Oh my god, I'm not gonna answer that gila lu!*"*
The word *"oh my god"* here refers to Reza Rahardian's surprise at Boy William's question. Reza couldn't believe what he had just heard. His mind raced as he tried to process Boy's unexpected question, unsure of how to respond while keeping the conversation light and engaging.

Repetition for Clarification
"Ya kalau di luar negeri ada Oscar di sini kan kita banyak banget ya *award-award."*
The term *"award"* refers to an award that the actor will receive in the FFI. Therefore, the subject matter of this sentence revolves around awards. Awards serve as a recognition of talent and hard work, celebrating the achievements of individuals in various fields. In the context of the FFI, this particular award highlights the actor's outstanding contributions to film and their ability to resonate with audiences.

Clarifying the Speech Content for the Interlocuter
"Di bareksa emas ini udah semuanya *online."*
The data showed that Boy William is persuading his audience that investing in Bareksa is feasible due to the ease of online access. The Indonesian language lacks a suitable translation for the word *"online"*. However, Boy William suggests that one can access Bareksa online in this context.

Expressing Group Identity or solidarity
This time, on drinks with boy, kita kedatangan temen gue yang lagi terkenal banget dalam serial layangan putus.
Here, Boy William is using code mixing to show his audience the name of one of his segments on his YouTube channel. Additionally, he introduces the other guest who is scheduled to appear on his show today.

Table 1. Types of Code Mixing

No	Types of Code Mixing	Amount
1	Insertation	35
2	Alternation	34
3	Congruent Lexicalization	15
Total		84

Based on the analysis the researcher found 35 of insertaion, 34 of alternation and 15 of congruent lexicalization. It can be said that insertion has emerged as the most frequently used type and congruent lexicalization is the least common type of code mixing in Boy William's video on the YouTube channel.

The most frequent function of code mixing in this research is talking about a particular topic. Based on the observation, Boy William uses code mixing to express his ideas, prompt communication with his guest, Reza Rahardian, and to share his views. Additionally, Boy William aims to facilitate a smooth conversation as he expresses himself, while Reza Rahardian discusses his new drama series, Layangan Putus. Also, Boy William is using several times the function of code mixing to be emphatic about Reza Rahardian, who wants to quit acting. And based on the observation, the researcher found no evidence of Boy William used a code mixing to quoting somebody else.

CONCLUSION AND RECOMMENDATIONS

The purpose of this study is to analyze the various types of code mixing, using data from Boy William's YouTube video featuring Reza Rahardian in his segment "Drinks with Boy." This research has two objectives. Firstly, the research aims to identify the various types of code mixing in this video, utilizing Muysken's theory. Second, the aim of this research is to find out the function of code mixing in this video by using Hoffman's theory. Based on the data, the results of analyses showed that there's a lot of types code mixing on Boy William's Video featuring with Reza Rahardian. From the data it was found 84 types of code mixing on Boy William's video, the most frequently used in the types of code mixing is Insertation was found 35 data, alternantion 34 data, and congruent lexicalization 15 data. Then, there is several reason Boy William use a code mixing in his video featuring with Reza Rahardian. The researcher found 6 function, such as talking about particular topic, being emphatic about something, interjection, repetition for clarification,, clarifying the speech Content for the Interlocuter, and expression group identity.

For the next researchers, particularly those interested in conducting sociolinguistic research, should focus on analyzing videos on YouTube channels. The researchers hope that the next researchers could add more topics and aspects about code mixing. It doesn't have to be about types; it could also be about the level of code mixing, the reason for code mixing, and its purpose, among other things.

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