# THE TYPE OF CODE MIXINGS USED BY TECH YOUTUBER ON YOUTUBE PLATFORM

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## Abstrak

Penelitian ini bertujuan untuk menganalisis tipe-tipe campur bahasa yang sering digunakan oleh tech youtuber dan alasan menggunakan campur bahasa pada videonya. Metode deskriptif kualitatif digunakan pada penelitian ini dan berfokus pada kualitatif dari pada metode kuantitatif. Penelitian ini difokuskan pada suatu kejadian campur bahasa antara Bahasa Indonesia-Bahasa Inggris yang digunakan oleh tech youtuber didalam videonya. Selain itu, pengambilan data melalui proses observasi pada video dari masing-masing tech youtuber dan mewawancarai tech youtuber secara online dengan menggunakan google form. Selanjutnya, data yang telah diperoleh dianalisis dengan menggunakan teory Hoffman (1991), Ho (2007), dan Saville-Troike(1986). Berdasarkan hasil dari analisis data, ditemukan bahwa tipe campur bahasa yang dominan digunakan yaitu Intra-Sentential code-mixing dengan jumlah 122 (59%). Sedangkan, alasan yang mendasari beauty vloggers menggunakan code-mixing yang paling dominan yaitu because of real lexical need dimana 9 (36%) tech youtuber memiliki alasan yang sama dengan alasan tersebut. Selain itu, terdapat 2 alasan tambahan diluar dari teori Saville-Troike (1986) dan Hoffman (1991) yaitu: ingin lebih banyak mendapatkan subsriber dan penonton, juga agar saat mepromosikan produk penonton lebih tertarik dengan produk yang dripromosikan.

***Kata Kunci****: Code-mixing, Tipe-tipe Code-mixing, Alasan Code mixing.*

## PENDAHULUAN

A. Research Background

Language is one of the essential communication tools. People use language as a means of communication between social groups, both verballyor in writing. According to Rianda (2017), the most crucial aspect of human life is the language used to exchange information or communicate from one to another. Uniquely, each part of the world has its own language characteristicsto interact. People tend to use a common language to interact with people from other areas, and sometimes people do a mix of grammar incommunication. Sociolinguistics is the study of the

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relationship between language and society. One example of the phenomena of Sociolinguistics is bilingual in the community. Bilingual can be described as someone who knows two different languages. It's fairly common nowadays that people were proficient in more than one language. Some people mixed their languages when talking with others. The example when Mrs. Ratna said "Mas tolong paketnya di **Cancel** ya, solanya salah **Order**". Mrs. Ratna mixes the English language into the Indonesian language. The people who speak more than one language in one sentence is called "code-mixing".

People mix codes for communicating with others or conveying information to another by using words that were common and easy to understand. For example, a Vlogger, Social media influencer or Youtuber mix words between English and Indonesian quite often. Code-mixing becomes famous as a style of speech among young people and also among the community. It started when many Social Media Influencer such as Youtuber used code-mixing between Indonesian and English to make it easier for listeners or audiences to receive information conveyed by the Youtuber. Even though In Indonesia, Youtubers mix words between Indonesian and English. English is actually the third language or foreign language, because usually Indonesian people first language or their mother tongue is the local languages to communicate. With bahasa Indonesia as their second language. Some Youtubers use mixed codes in their video content, such as tech Youtuber from Indonesia.

Tech Youtubers are people who create video content on YouTube platform that provides and shares information about the latest technology to the public. There are Tech Youtubers who used code-mixing in their video content to show their character as a tech youtuber and want to follow the trend by mixing English with Indonesian. Because of that, the researcher intends to analyze the code-mixings used by the tech youtuber. In this study, the types of code mixings used by tech youtuber on the YouTube channel, and the reasons for using the code-mixing in the video on Tech Youtubers were analyzed.

B. Identification of The Problem

With the recent fast development of the world's technology, especially in Indonesia, people started to be more creative, especially in entertainment. YouTube has become one of the biggest social media for video sharing worldwide including in Indonesia. The majority of Indonesian people have also begun to adapt to the technology development and have started to show their creativity through videos that contains various information. For example, the people who make videos about technology, latest gadgets and software. The people usually called them "Tech Youtubers" or "technology Youtubers" and upload the video through YouTube to provide information to people who need information about the latest technology. Based on the observations that had been done by the researcher, many tech youtuber mix their words between Indonesian - English, and tech youtubers often used some words in their videos. The majority of the people who watched the video didn't know the terms used as code-mixing. This phenomenon had motivated the researcher to conduct this study.

C. Research Limitation

This research discusses the code mix in Tech Youtuber Video on Youtube platform to obtain the types of code-mixing often used by tech youtuber and the reasons for using code mix by the tech youtuber in their videos.

D. Research Objectives

Based on the research question that mention above, the purposes of the as follows.

1. To find out the types of code-mixing that often used by tech youtubers in their videos.
2. To find out the reason behind the used of code-mixing by tech youtubers on YouTube channel.

E. Research Significances

This research is relevant because, through this research, most of the people who often used YouTube as a media of information now know the right words used by the tech youtubers in their videos. The people knows more about the reasons for

tech youtubers to use code mixing in theirvideos. This research also has the following benefits.

1. For Tech Youtubers

Since the start of the content creator with the theme of Technology, people have started to create content on youtube platform about latest technology and gadget. It is widely known that "Tech Youtuber" provide information to the public and frequently some tech youtuber used code mix in conveying said information to the public. The benefit of this research for tech youtubers is helping them to increase their understanding of the words they used and hopefully influence more people to watch their videos this research can also influence the people to be more confident in using code- mixing when communicating with others.

2. For YouTube's Audience

For the audience or the people who used youtube platform as a media of information, this research is useful to add information related to words often used by tech youtuber on youtube. This research is also helpful for the people who frequently used code-mixing when communicating with others so that there is no miscommunication occurring in themajority of the people, especially young children who often watchvideos and mimic the language spoken by the youtubers so that tehy don't misinterpret the words used by the YouTubers.

3. For Other Researchers

For other researchers, this research can be used to increase knowledge and empirical studies to develop the related researches in sociolinguistic.

4. For The Researcher

This research is useful for the researcher as a future English teacher to teach studentsto be more confident in using English when communicating.

**METODE PENELITIAN**

This chapter presents the research methods used in this research, including research design, research subjects, research settings, research instruments and data collection techniques, data collection process, and data analysis process.

a. Research Design

This research used a qualitative-quantitative method and more focused on the qualitative method than a quantitative method and using descriptive techniques to describe the findings. Sugiyono (2011) says that mixed-method is a combination of qualitative and quantitative methods that are used simultaneously to research to obtain valid, reliable and objective data.

In this research, the qualitative methods were focused on explaining the results of the data that have been collected by descriptively. Then, the quantitative methods were focused on calculating the amount of data and calculate the percentage of data obtained.

b. Research Subject

Purposive sampling technique was used to select the subjects of this study. Etikan (2017) states that purposive sampling is a sampling technique in which the researcher determines sampling as a subject in a non-random way to get answers to research problems.

In this study, the 25 tech youtuber have chosen as research subjects. In selecting the subject, the researcher used non-random sampling by determining the criteria of tech youtuber. The Youtuber' requirements, such as they should have more than one hundred thousand subscribers, have 50 thousand minimum viewers in their videos, originally fromIndonesia, and the duration of their video less than 15 minutes. Then, 25 videos fromeach tech youtuber used to obtain the data about the types of code-mixing oftenused by tech youtuber.

c. Data Collection Technique

There were two techniques while collecting the data in this study, such as observation and interview. Those techniques of data collection can be described as follows:

1.  Observation

    The first method is observation. According to Adler & Adler (1987), observation is the method in which the process of taking data through the observation process of natural human activity to get the information. Besides, Morris (1969), says that the observation method as an activity recorded a symptom or phenomenon to obtain the required information in a study. Observation activities carried out within a period determined by the researcher to achieve accurate results.

    According to Hasanah (2016), there were two ways of observations. The first is an individual observation which the observation made by the researcher independently and did not involve other people's interference when making observations. The second observation is group observation, where the researcher makes observations on a group that is incorporated in groups naturally and without manipulations. One example of group observation is when the researcher observes middle or high school students in the class.

    The individual observations were used to obtain the data in this study. The observation process will be carried out for seven days to collect accurate data. Four videos were observed on the first day until the sixth day and one video on the seventh day.

2.  Interview

    The interview is a method of collecting data by asking respondents directly to obtain in-depth information. According to Sugiyono (2010), there were two types of interviews, such as a structured interview and an unstructured interview. The structured interview is the researcher's situation prepared the question for the respondent because the researcher already knows the information obtained from the interview. Then, the unstructured interview is an interview process where the researchers only prepare interview guides to remind the researchers of what they

want to know because the researchers are not sure about the information that was obtained in the interview process. In this study, the type of unstructured interview was used to obtain the data of the reason for using code-mixing by the 25 tech youtuber, and each youtuber was asked five questions that were prepared before.

3. Instrument of Data Collection

In this study, there were three instruments in the data collection, such as the observation checklist of the types of Code-Mixing, the observation checklist for the reason of tech youtuber, and the interview guide. Those three instruments will be implemented as follows:

a. Observation Checklist

There were two observation checklist, such as the observation checklist for the types of code-mixing and the observation checklist of the reason for using code-mixing. Those observation checklists were used to analyze the data based on the result of two techniques, such as observation and interview. The observation checklists will be formulated in the table below.

**Table 1.1 Observation checklist of the types of Code-Mixing**

| No | Utterances Containing Code-mixing | Types of Code-Mixing from Hoffman and Ho | | | | | |
|----|-----------------------------------|-----|-----|-----|-----|-----|-----|
|    |                                   | IS  | IL  | ICP | PN  | ICS | SFS |
|    |                                   |     |     |     |     |     |     |
|    | **Total**                         |     |     |     |     |     |     |

Note:

IS = Inter-sentential Code Mixing

IL = Intra-lexical Code Mixing

ICP = Involving a Change of Pronunciation

PN = Proper Nouns

ICS = Incomplete Sentence   SFS = Single Full Sentence

**Table 1.2 Observation checklist of The Reason for using Code-Mixing**

| No | Reason of Beauty Vloggers | Reason for Code Mixing from Saville-Troike and Hoffman | | | | | | |
|----|---------------------------|------|------|------|------|------|------|------|
| | | BL | QS | ISF | BS | RC | EG | FE |
| | **Total** | | | | | | | |

b. Interview Guide

The interview process is carried out once for each of the 25 tech youtuber at different times. The interview process aims to know the reason for using code-mixing by the tech youtuber while talking about a particular topic in their video. The 25 Youtuber gave the link of google form to fill in a form containing questions such as:

1. When you were speaking, did you realize that you did code- mixing in your video?
2. Did you often mix languages when you were explaining a topic in your video?
3. Did you mix your languages only when you make videos?
4. Did you ever mix your languages when you talk with your friends, family, or people around you?
5. What is the reason you do code-mixing when talking about a particular topic in your video?

4. Data Collection Process

In this study, there are seven processes used in data collection. The seven data collection processes as follows:

a. The 25 videos from 25 tech youtuber were determined.
b. The 25 videos from the 25 tech youtuber that had already determined were downloaded.
c. The 25 downloaded videos from the 25 tech youtuber were transcribed and

observed.

d. The transcription from videos by the 25 tech youtuber were identified,so that the total number of 200 code-mixing was identified.

e. The code-mixing identified from the transcription were classified to the types of code-mixing.

f. After classifying and identifying, the 25 tech youtuber were interviewed via online by google form to know their reasons using code-mixing.

g. The result of the observation and interview were then analyzed.

5. Data Analysis Process

In this study, the three types of analytical data owned by Miles and Huberman were used. According to Miles and Huberman (as cited in Ivana, 2018), there are three types of data analysis, namely; data reduction, data display, and verifications. Those three types of data analysis will be implemented as follows:

**a.** Data Reduction

In this process, the data will be inserted into the table to certain whether the data is appropriate or not based on the theory used in this study.

**b.** Data Display

In this stage, the data from the result of observation and interviews that have been classified were analyzed. The appropriate data related to the theory used in this study were put into the observation checklist table. The form of the table as follows.

**Table 1.3 Observation checklist of the types of Code-Mixing**

| No | Utterances Containing Code-mixing | Types of Code-Mixing from Hoffman and Ho | | | | | |
|----|-----------------------------------|------|------|------|------|------|------|
|    |                                   | IS   | IL   | ICP  | PN   | ICS  | SFS  |
|    | **Total**                         |      |      |      |      |      |      |

Note:

IS          = Inter-sentential Code Mixing

IL          = Intra-lexical Code Mixing

ICP        = Involving a Change of Pronunciation

PN         = Proper Nouns

ICS        = Incomplete Sentence

SFS        = Single Full Sentence

The analysis process had been carried out with linguists to get more accurate results during the analysis process. Checklist (√) was given after deciding the type of code-mixing in each word included in the code-mixing.

**Table 1.4 Observation checklist of The Reason for using Code-Mixing**

| No | Reason of Beauty Vloggers | Reason for Code Mixing from Saville-Troike and Hoffman | | | | | | |
|----|---------------------------|------|------|------|------|------|------|------|
| | | BL | QS | ISF | BS | RC | EG | FE |
| | **Total** | | | | | | | |

Note:

BL          = Because of real Lexical need

QS         = Quoting somebody else

ISF        = Inserting sentence fillers or sentence connectors (Interjection)

BS         = Being emphatic about something

RC         = Repetition used for clarification

EG         = Expressing group identity

FE          = For the sake of efficiency

The results of the interview explained in narrative form. The interview results were put in the table to see the most dominant reasons by the 25 tech youtuber by giving a checklist (√).

6.   Verivications / Conclusion Drawing

In this stage, the conclusion process will be explained narratively by showing the results of the analysis about the types of code-mixing often used by tech youtuber and the reason for using code-mixing.

## HASIL PENELITIAN DAN PEMBAHASAN

This chapter provides information about the findings and discussion of this study based on the research questions and the purposes of the study highlighted in section one.

### a. Findings

In this stage, the data that have been obtained from the observations and interviews will be explained. The 25 videos from 25 different tech youtuber were taken to collect the data relevant to the research topic.

To show the findings of this study, the data to answer the question related to the types of code-mixing often used by Indonesian tech youtuber and the reasons for the 25 tech youtuber used code-mix in their videos when talking about a topic will be shown. Hoffman and Ho's theories were combined to analyze the types of code-mixing. This research also uses Hoffman and Saville-Troike's theories to analyze the reasons for using code- mixing by the 25 tech youtuber.

In getting data, the observation and interview methods were used. The observation process carried out in a week, started from the 6th of February to the 12th of February 2022. In the observation process, the researcher watched the videos and transcribed them to get every utterance in the video. The observation process was carried out to determine the types of code-mixing used by the 25 tech youtuber when talking about a topic in their videos.

The interview process was carried out on the 13th of February 2022 with a different time for each tech youtuber. The interview was conducted online via Google forms. The link of google form was given to the 25 tech youtuber. The interview was aimed to determine the reasons for using code- mixing by the 25 tech youtuber.

In analyzing the types of code-mixing, each utterance containing an English word was inserted into the table of the observation checklist. The checklist (√) was also provided to determine the code-mixing type of each English word. The reasons for using code-mixing were explained in the form of narrative text by following the google forms. Then, the observation checklist table was used to present the reasons frequently used by them when using code-mixing in their videos.

## b. The Result of The Observation

In this stage, the result of the observation process will be explained. The observation process started from 6th April to 12th February 2020.

1. First Observation

In the first observation, four videos have been downloaded and transcribed were observed. The results of observations from the first day are 30 utterances in which there were 35 words were included in code-mixing.

2. Second Observation

In the second observation, four videos have been transcribed were observed. The results are there were 25 utterances in which 30 words were included in the code-mixing type.

3. Third Observation

In the third observation, four videos were transcribed were observed. There were 35 utterances from tech youtuber, and 30 words were included in the code-mixing.

4. Fourth Observation

In the fourth observation, four videos have been transcribed were observed. There were 30 utterances in which 33 words were included in the code-mixing.

5. Fifth Observation

The four videos that have been transcribed were observed. The 30 utterances from tech youtuber, there were 36 words included in the types of code-mixing.

6. Seventh Observation

| Types of Code-Mixing | Frequency of occurrence | Percentages |
|---|---|---|
| Inter-sentential Code-mixing | 122 | 59% |
| Intra-lexical Code-mixing | 30 | 15% |
| Involving a Change of Pronunciation | 0 | 0% |
| Proper Nouns | 48 | 23% |
| Incomplete Sentence | 7 | 3% |
| Single Full Sentence | 0 | 0% |

The last observation, there is one video that had been transcribed. There were 20 utterances from tech youtuber, and there were 15 words that were included in the code-mixing. It can be concluded Based on the result of observation, that the total utterances from the 25 videos are 200 utterances. Then, 207 words were included in the types of code-mixing.

## c. Types of Code-mixing often Used by 25 Tech Youtuber

In this section, the types of code-mixing often used by tech youtuber were analyzed. Utterances containing English words from the 25 tech youtuber were obtained after transcribing and observing the 25 videos.

Based on the observations on the 25 videos, 150 utterances were found from 25 videos of the 25 tech youtuber containing the use of code-mixing. In this case,

The 200 utterances were analyzed to find out the types of code-mixing often used by 25 tech youtuber, and the result of the analysis is presented in the table below.

Table 1.5 The Analysis of The Types of Code-mixing

| No | Types of Code-Mixing | Frequency of occurrence | Percentages |
|---|---|---|---|
| 1 | Inter-sentential Code-mixing | 122 | 59% |
| 2 | Intra-lexical Code-mixing | 30 | 15% |
| 3 | Involving a Change of Pronunciation | 0 | 0% |

| No | | | |
|---|---|---|---|
| 4 | Proper Nouns | 48 | 23% |
| 5 | Incomplete Sentence | 7 | 3% |
| 6 | Single Full Sentence | 0 | 0% |

The table 1.5 shows that the 207 code-mixing from the 25 tech youtuber can be categorized into six code-mixing, such as Inter- sentential code-mixing, Intra-lexical code-mixing, Involving a Change of Pronunciation, Proper Nouns, Incomplete Sentence, and Single Full Sentence which respectively occurred 122 times (59%), 30 times (15%), 0 times (0%), 48 times (23%), seven times (3%), and 0 times (0%) were included in the types of code-mixing. Based on the data in table 1.5, it can be concluded that tech youtuber often used Inter-sentential code-mixing. Then, the second position is the type of Proper Nouns code-mixing, the type of Intra- lexical code-mixing is in the third position, and the fourth position is the type of Incomplete Sentence code-mixing.

Moreover, there were two types of code-mixing which were not used by tech youtuber. These two types of code-mixing are: Involving a Change of Pronunciation and Single Full Sentence code- mixing.

d. The Result of Interviewing the 25 Tech Youtuber

The results of the interview via online by Google Form will be shown in the table below.

**Table 1.6 The Result of The Interview**

| No | Questions | Beauty Vloggers'Responses | |
|---|---|---|---|
| 1 | When you were speaking, did you realize that you did  code-mixing in your video? | Realize | Not Realize |
| | | 21 (84%) | 4 (16%) |
| 2 | Did you often mix languageswhen you were explaining a topicin your video? | Often | Very Often |
| | | 17 (68%) | 8 (32%) |

| No | | Yes | No |
|---|---|---|---|
| 3 | Did you mix your languages onlywhen you make videos? | 25 (100%) | 0 (0%) |
| | | Ever | Never |
| 4 | Did you ever mix your languages when you talk with your friends, family, or people around you? | 14 (56%) | 11 (44%) |

Table 1.6 above shows that the 25 tech youtuber have answered four questions. In the first question, there were 21 (84%) Tech youtuber realized, and 4 (16%) tech youtuber did not realize that they did code-mixing in their videos. Furthermore, in the second question, there were 17 (68%) tech youtuber often used code- mixing, and 8 (32%) tech youtuber very often used code-mixing. The third question resulted from 25 (100%) tech youtuber mixing their languages when they made videos, and there were no tech youtuber that did not mix languages when they made videos. The fourth question shows that there were 14 (56%) tech youtuber ever mix their languages when they talk with friends or family, and 11 (44%) tech youtuber never mix their languages when they speak with friends or family. For the last question, the 25 tech youtuber give their reasons for using code-mixing in their videos. The result of the fifth question will be shown in the table below.

**Table 1.7 The Reason of The 25 Tech Youtuber**

| No | Question number 5: What is the reason you do code-mixing when talking about a particular topic in your video? | Frequency of occurrences | Percentages |
|---|---|---|---|
| 1 | I want to show my expression when I speakin the video to make viewers were more interested in watching my video. | 5 | 20% |
| 2 | I often mix my languages because of some Indonesian words were difficult to explain | 1 | 4% |
| 3 | I usually used two languages in my video. Ialso want to teach my audiences to understand English languages. | 1 | 4% |

| | | | |
|---|---|---|---|
| 4 | Because there were some products or the name of some brands using the English language, so I used twolanguages in my videos. | 5 | 20% |
| 5 | Because I want to follow the era modern who used two languages when speaking in societies. | 1 | 4% |
| 6 | Because I usually forgot or didn't know the words in Indonesian, so I used another language to replace the word that has the same meaning. | 4 | 16% |
| 7 | Because I was more comfortable and confident when speaking in my videos using two languages. | 3 | 12% |
| 8 | Because I did not realize when speaking inthe video using two languages. | 1 | 4% |
| 9 | I usually used Indonesian and keep repeating a few words to clarify, so that thelistener easier to understands the purpose that I explained. | 3 | 12% |
| 10 | Because I was accustomed to using two languages from the beginning when I was made a YouTube account. | 1 | 4% |

Table 1.7 shows that from the 25 tech youtuber can be categorized into ten reasons using code-mixing. From the ten reasons using code-mixing, there were 5 (20%) tech youtuber have the same reason for the first reason, and there 5 (20%) tech youtuber have the same reason for the fourth reason. Those reasons are: "the tech youtuber want to show their expression in the videos" as the first reason and "because there were some product or brands that have name with English words" as the fourth reason. Then, there were 3 (12%) tech youtuber have the same reasons with the seventh and the ninth reason. The seventh reason is "the tech youtuber more comfortable using two languages in their videos." The ninth reason is "the tech youtuber used English and Indonesian to clarify and made the audience easier to understand." There were 4 (16%) tech youtuber who have the same reasons for the sixth reason. The sixth reason is: "sometimes the tech youtuber forgot or didn't know the words in Indonesian, so they used English words that have same

meaning." Furthermore, there were five different reasons for tech youtuber. The second reason there was 1 (4%) tech youtuber that had reason "the tech youtuber things that some Indonesian words were difficult to explain." For the third reason, there was 1 (4%) tech youtuber that had reason "the tech youtuber want to follow modern era." The third reason is that there was 1 (4%) tech youtuber that had reason "the tech youtuber didn't realize using two language in his/her video." In the tenth reason, there were 1 (4%) tech youtuber said, "I was accustomed to using two languages from the first time of making videos." From the explanation, it can be concluded that there were various reasons by the 25 tech youtuber. Some tech youtuber have the same reasons, and some tech youtuber have different reasons. Those reasons analyzed by using Saville-Troike and Hoffman's theories.

## SIMPULAN

With the recent fast growth of technology and internet, the use of code-mixing in social media had a significant impact on people who used social media as sources of information. The lack of insight and frequent misunderstandings in society that support this research in getting information about the use of code-mixing in social media especially on youtube platform. Some people didn't understand various languages which lead to various misunderstandings between the audience and the tech youtubers alike.

Therefore, this research purposed to learn more about what types of code-mixing often used by tech youtubers and to know the reasons from tech youtubers used code-mixing in their videos. This study used three theories from Ho, Hoffman, and Saville-Troike. In obtaining the data, there were two techniques, such as observation and interview. The method used in this research is mixed methods, which more focused on qualitative. 25 videos of the 25 tech youtubers that have been downloaded will be transcribed and observed. The 25 tech youtubers will be interviewed online by Google forms to get the reason for the 25 tech youtubers used code-mixing. The results that have been obtained will be analyzed then presented descriptively.

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