**The Use of Code Mixing in Beauty Content Creators of Lula and Myra at Youtube Channels**

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**Abstract**

*Sociolinguistics is a branch of linguistics that studies the relationship between language and society. Everyone has their own personal style of language when they communicate with others. In this study, the research investigated about code-mixing that found in YouTube Channels. The data is taken from the youtube channels of one beauty influencer named Lula and Myra. The aims of this study were to find out the types of code-mixing category used by Lula and Myra utterance in their videos. The researcher used Hoffman (1991) theory to reveal this study. The research applied qualitative descriptive method to analyze the types of code-mixing. The method of data collection is the researchers watched and written every utterance in the video and then categorized it into three characteristics of code mixing. The result of this research there are (7) intra-sentential mixing, (4) intra-lexical mixing, and (3) involving a change of pronunciation.*

***Keywords:*** *code mixing, youtube*

**INTRODUCTION**

Indonesia is one of the countries in the world that has many cultures, languages and ethnics group such as Batak, Jawa, Bugis, Sunda, Dayak, Asmat etc. In Indonesia, each tribe has own different languages ​​that the people of the area use to communicate with each other to convey their ideas or opinions. Language is a vital communication tool, if there is no language there is nothing to be said to convey it. Language is used by people in expressing ideas, thoughts, feelings to others (Astri, 2017). Language is important for connecting people in communication. Relationship between language and society cannot be separated. The science that studies the relationship between language and society is called sociolinguistics. Sociolinguistics is a branch of science that focuses on the relationship between language and society. Sociolinguistics start from the words "social" and "linguist". The word “social” means society and the word “linguist” means language. Sociolinguistics has three characteristics, namely the characteristics of its function, the characteristics of its speakers, and the characteristics of various languages. all three can constantly interact and change each other in the speech community (Sukrisna, 2019). Its existence is vital for life although it is often underestimated but language is necessary to communicate with other living things. Language is a means of delivering messages from the articulators to the auditors (Siregar, 2021). There are some people who can speak a foreign language more than two languages ​​and they often mix these languages ​​in one utterance or one sentence. Indonesian society as a bilingual society can master two or more languages ​​and is multilingual (Chaer, 2010). Actually, the concept of bilingualism and multilingual are the same. Bilingual and multilingual are the same which is explain about the use of language more than one by a speaker when communicate with other people. Moreover, in terms of bilingualism and multilingual, code switching and code mixing happens frequently (Wibowo, 2017). Switch or mix encoding one language into another is a common situation in Indonesian adults today. It happens in every age, gender, status and society, especially in the modern era like now where it is so easy to use foreign languages ​​that are often found among young people’s in big cities. Sociolinguistically, the use of two or more languages ​​by a speaker in their interactions with other people alternately. For people who can speak fluently alternately in two or more languages ​​apart from the regional language and Indonesian, there are also foreign languages, such as English, Mandarin, Japanese, Korean, Portuguese etc. In certain situations, they are those who use more than one language for various purposes interchangeably or mixed.

In multilingual communities, speakers are usually mixed from one code or language to language. A person or group who used and mixed two or more codes and language is known as code mixing. Code mixing is a language change by a multilingual society, and it is caused by the situation changed according to Suandi (2014). Code mixing dominant use of language in speech, which is usually inserted with other foreign language elements. (Nababan, 2014) explains the notion of code mixing as the mixing of two or more languages ​​in an act of language without any situations requiring such mixing. In addition, language mixing is caused by the habits of speakers and usually occurs in informal situations. Language mixing activities are often found between speakers and the speaker's interlocutor in everyday life, both orally and in writing. According to Andayani (2019) the factors that cause code-switching are (1) speaker factors, (2) listeners or interlocutors, (3) changes in the situation with the presence of a third person, (4) affirmation of something, (5) filler or sentence connector, (6) repetition used for clarification, (7) clarification of speech content for interlocutors, (8) lexical needs due to not finding the right equivalent, and (9) efficiency of a conversation. There had been several studies conducted related to code mixing in society through social media platforms. The first research was written by (Daulay, 2014) this study discuss about types of code mixing on the Facebook status. The second research was written by Siregar (2021) this study discussed about analysis of code mixing in Jerome Polin Youtube. The third research was written by (Fitriany, 2021) that study about analysis of code mixing in vlog opening on Boy William’s Youtube channel. Based on the previous research, there are several similarities. The both similarity is use social media platforms in analyzing code mixing and the difference is only on the name of social media platform.

In modern times like this, code mixing activities can be seen both through electronic media such as YouTube videos, people's social media status, friends' social media chats and can be seen in print media such as newspapers, magazines or books. In addition, code mixing can be found in conversations in our daily real lives when we are communicating with other people. Social media is used by many ages from children, teenagers, adults, and old people’s. Social media makes it easy to interact with other people around the world. Social media is no longer means of communication, but social media is a place to socialize with many people without face-to-face and is more practical without the need to travel far to communicate with other people. In this case, code mixing also occurs in indirect situations, such as the use of code mixing on social media. Social media as information technology that facilitates interaction and communication between one person to another person in networks such as Youtube, Facebook, Instagram, Twitter etc. One of the social media platforms for research chosen by researchers is YouTube. Because on YouTube there are lots of content creators who like and often mixing between Indonesian language with foreign languages. The researcher choose the channel of Lula and Myra because they as Youtubers often use more than one language, such as Indonesian and English in explaining their content. Their makeup videos have a positive impact on the audience, especially for women who like the world of beauty and are looking for makeup tutorials. In addition, some English words that they mix into Indonesian speech can be additional new knowledge for listeners in learning a foreign language.

**METHOD**

**Respondents**

The data is taken from the youtube channel of one beauty influencer named Lula and Myra, which when this data was taken they had 9.97 thousand subscribers on their channel. The researchers want to focus on the conversation between Lula and Myra while they are talking on their channel. There are several videos that the researcher watched relating to the mixing code used by Lula and Myra as data for this research. Some of their latest videos that researchers used in this study.

**Instruments**

This research used descriptive qualitative research to analyze Lula and Myra code mixing in their YouTube video channel. According to Narbuko (2015) descriptive research is research to determine solutions to existing problems based on data, by presenting, analyzing and interpreting them. Meanwhile, according to (Arikunto, 2019) descriptive research is to investigate the circumstances, conditions or other things that have been mentioned, the results of which are written in the form of a research report. The researcher applies passive participatory observation. Passive participation is one part of participant observation. According to (Sudaryanto, 2015) passive participation is that the author is in the action section, but the author does not connect or play a role in it. In this study, researchers used smartphone to watch videos and written code mixing data on Lula and Myra YouTube.

**Procedures and Data Analysis**

The steps of data collection, the researcher first watched the video of Lula and Myra which was code-mixing. After watching the video, the researcher written on the paper what was considered code mixing from the Lula and Myra video. Then select and categorize the data, this step is used by researchers to select statements or utterances that have the characteristics of code switching and code mixing. These data were analyzed using (Hoffman, 1991) theory. Finally, the data collected was written and explained in order to find out what mixing code was in the Lula and Myra videos.

**RESULTS AND DISCUSSION**

According to Hoffman (1991) shows that there are three types of code mixing based on the syntactic path, there are intra sentential code mixing, intra-lexical code mixing, and involving a change of pronunciation. First is Intra sentential Code mixing occurs in phrases, clauses or sentence boundaries. Second, Intra Lexical of Code Mixing is type occurs as when someone attaches word boundary in their spoken language. Third, Involving Change Pronunciation is type occurs when it occurs at the phonological level, such as when people say another language but they modify it to another phonological structure. Now the researcher will discussed and explained some sentence spoken by Lula and Myra on their youtube channel which contains three types of code mixing according to Hoffman.

**Intra Sentential of Code Mixing**

Data 1

“Karena ini *first impression* kita jadi mari kita mulai”

The word first impression in Indonesian means "kesan pertama". They are mean in the video that they are new to the product and have never used it before so why is it called first impression. The words they speak have been mixed between Indonesian and English and its called Intra Setential. The data is one of code-mixing category, intra-sentential that happened within clause boundary as it characteristic.

Data 2

“Kita itu sukanya pake *luxury brand* sebenernya”

The word luxury brand in Indonesian means “produk mewah”. They are mean in the video that they prefer luxury and classy products than cheap local products. The words they speak have been mixed between Indonesian and English and its called Intra Setential. The data is one of code-mixing category, intra-sentential that happened within clause boundary as it characteristic.

Data 3

“Keliatan produknya agak *separate* gitu”

The word separate in Indonesian means “terpisah”. They mean in the video is that the powder product they use looks separated on the face and doesn't feel smooth. The words they speak have been mixed between Indonesian and English and its called Intra Setential. The data is one of code-mixing category, intra-sentential that happened within clause boundary as it characteristic.

Data 4

“Pertama kali *apply* langsung jadi bagus”

The word apply in Indonesian means “aplikasikan”. They mean in the video that when they apply the product upfront, they love it right away. The words they speak have been mixed between Indonesian and English and its called Intra Setential. The data is one of code-mixing category, intra-sentential that happened within clause boundary as it characteristic.

Data 5

“Tapi lama-lama hasilnya *it’s dry*”

The word it’s dry in Indonesian means “sangat kering”. They mean in the video that when they apply the product on their face, it makes their face very dry. The words they speak have been mixed between Indonesian and English and its called Intra Setential. The data is one of code-mixing category, intra-sentential that happened within clause boundary as it characteristic.

Data 6

“Kalau aku sih cuman kering di*chin* doang”

The word chin in Indonesian means “dagu”. They mean in the video that when they apply the product on the face, the product makes the face very dry especially on their chin. The words they speak have been mixed between Indonesian and English and it’s called Intra Setential. The data is one of code-mixing category, intra-sentential that happened within clause boundary as it characteristic.

Data 7

“Aku suka *so far* favoritku bedaknya”

The word so far in Indonesian means “sejauh ini”. They are mean in the video that they are so far or throughout the video what they like the most is the powder product. The words they speak have been mixed between Indonesian and English and its called Intra Setential. The data is one of code-mixing category, intra-sentential that happened within clause boundary as it characteristic.

**Intra-Lexical Code-Mixing**

Data 1

“Pas udah nge-*blend* itu enak gitu”

The word nge-blend in Indonesian means “nge-ratain”. They are mean is that when they put the product in their face, they like it right away. The utterance above contains one type category of code-mixing, intra-lexical. There is affix “nge” in the utterance and it is not an English language.

Data 2

“Sekarang kita pindah ke-*face”*

The word ke-face in Indonesian means “ke-muka”. The utterance above contains one type category of code-mixing, intra-lexical. There is affix “ke” in the utterance and it is not an English language.

Data 3

“*My-*bibir pecah-pecah keliatan banget”

The word my bibir in Indonesian means “bibirku”. The utterance above contains one type category of code-mixing, intra-lexical. There is affix “my” in the utterance and it is not an English language.

Data 4

“Karena tadi gampang *apply-*nya”

The word apply-nya in Indonesian means “mengaplikasikannya”. The utterance above contains one type category of code-mixing, intra-lexical. There is suffix “nya” in the utterance and it is not an English language.

**Involving a Change of Pronunciation**

Data 1

“Jadi *rekomen* beli ini sih”

The utterance above is one of the types of code-mixing categories, which involve changes in pronunciation. In the video, they modify English words in Indonesian phonological structures. The word is "recommend" it says "rekomen".

Data 2

“Ada satu produk *palet* yang kita suka”

The utterance above is one of the types of code-mixing categories, which involve changes in pronunciation. In the video, they modify English words in Indonesian phonological structures. The word is "palette" it says "palet".

Data 3

“Tapi kurang *mecing* sama warnanya”

The utterance above is one of the types of code-mixing categories, which involve changes in pronunciation. In the video, they modify English words in Indonesian phonological structures. The word is "matching" it says "mecing".

**CONCLUSION**

Researchers concludebased on the results of research and discussion, that Lula and Myra's speech on YouTube used all types of code mixing categorized by Hofmann (1991) there are intra sentential code mixing, intra-lexical code mixing, and involving a change of pronunciation. The results showed that the most dominant type of code mixing used by Lula and Myra was intra-sentential code mixing. Intra-sentential mixing is dominant in Lula and Myra's speech because they mix English and Indonesian words together in one sentence without realizing it and most of the code mixing occurs in words, clauses, phrases, and short sentences. Based on the results of the research and discussion, the writer would like to give some suggestions for English students and other researchers. It is suggested that English students are more interested in learning about illocutionary acts and increase their knowledge since showing the results of this study. To further researchers, especially those who have the same interests and problems in conducting research; suggested as research that can be used as a reference.

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