

AN ANALYSIS OF CODE-MIXING IN DEDDY CORBUZIER'S YOUTUBE VIDEOS

Dhinna Liezantica A'nnur M., S.S
Universitas Sebelas April
officialdhinna@gmail.com

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Abstract

This research is an analysis about the code-mixing phenomenon which happens in videos. The purposes of the research are (1) to find out the types of code-mixing used in YouTube video by Deddy Corbuzier; (2) to describe Deddy Corbuzier's factors for using code-mixing in his YouTube video. In this research, descriptive qualitative research was used to reveal the social phenomenon in relation to code-mixing issues. The grand theory of this research is sociolinguistics about code-mixing based on Hoffman's theory which describes the types of code-mixing and Holmes's theory which describes the factors of code-mixing. The object of this research was the utterances from Deddy Corbuzier's YouTube video. There are four videos which are selected based on motivation categories. From the data analysis, it shows that Deddy Corbuzier used outer code-mixing as he mixed his Indonesian utterance with an element derived from English. In his utterances, he often used intra-sentential mixing in the form of word. Based on the data analysis, the researcher has found five factors which support Deddy Corbuzier to use code-mixing in his utterances. There are (1) bilingualism and multilingualism; (2) discussed a particular topic; (3) social dimension; (4) formality dimension; (5) goal of the interaction. The dominant factors which support this code-mixing are bilingualism and goal of the interaction.

Keywords: *code-mixing, sociolinguistics, YouTube video*

INTRODUCTION

Nowadays, many media that can be used to facilitate communication; one of them is social media. At present social media is often used by the millennial generation for interacting to other people (Chandra, 2017). One of social media which is very popular and liked so much by the public is YouTube. In Indonesia, there are a lot of content creators known as Youtuber who are successful in the YouTube world such as Deddy Corbuzier. He often creates motivational content which has a lot of critical thinking. In delivering his aspirations or information to the YouTube, he used language variations such as code-mixing in his utterances. The code-mixing that he used is between Indonesian-English.

In this era, English as international language has intervened in many other languages in the world, including Indonesia. The Indonesian society considered that the use of code-mixing between English-Indonesia is a normal thing and becomes a style of speaking. In fact, the growing development of globalization has an effect on the society awareness about their native regional languages. All levels of society now often used code-mixing in their daily communication, it includes public figures such as Deddy Corbuzier. So, based on the research background, the researcher is interested in analyzing the use of code-mixing by Deddy Corbuzier in his YouTube videos. Furthermore, this research is also intended to provide an evidence that code-mixing is still relevant to the language needs, especially for expressing critical views.

There were several researchers who had conducted several studies about code-mixing. The first, Hairennisa (2018) conducts the research in analyzing the code-mixing phenomenon in students WhatsApp's chat. Hairennisa found that the student most used code-mixing in the form of phrase insertion. Furthermore, she also found the motivational reasons of students' for using code-mixing because they were being empathetic about something, repetition used for clarification and due to the lack of equivalent lexicon in the languages. Another study of code-mixing used by student in social media was conducted by Riana (2018). Riana found that the dominant type of code-mixing that the student used in the Instagram caption is word insertion. Moreover, she found the social function of using code mixing in

Instagram caption such as make a good relationship with friend and also can give information or another with interesting language. However, this research differs from previous research based on several aspects. First, the research object is YouTube video by DeddyCorbuzier as public figure. Second, the type used in this research is three between intra-sentential, intra-lexical, and involving a change of pronunciation. Third, the factor which influences him to use code-mixing. Therefore, the purposes of the study are to analyze the code-mixing produced by DeddyCorbuzier in his YouTube videos and factors which are causing him to use code-mixing. this research attempts to address the following research questions:

1. What are the types of code-mixing used in YouTube video by DeddyCorbuzier?
2. What are the factors for using code-mixing in YouTube video by DeddyCorbuzier?

Code-Mixing

Someone who usually has the ability to speak more than one language is generally very sensitive to the core differences in the language they use and realizes that changes that occur in language are needed for communication needs. When communicating, speakers will pay attention to social situations that make them have to change the code in a conversation (Wijana&Rohmadi 2013, 65). These changes can be called code-switching and code-mixing. The similarity between code-switching and code-mixing is the use of two or more languages. While the most obvious difference is code-mixing using only words, phrases, clauses, affixation, or phonological order.

Meyerhoff (2006, p. 287) defined code mixing as a form of mixing fragments of words, phrases, and clauses in a language in other languages used. The use of code-mixing is seen when speakers are using one language, but in it there are several words from other languages. For example, the speaker will mix Indonesian with English such as: "Saya sudahresignsemenjaktahunkemarin." In this example code mixing occurs because the speaker mixes two languages (codes) in the sentence. On the utterance there is a dominant language used, e.g., Indonesian and in the predominantly English. In a conversation which contains code-mixing, Hoffman (cited in Setya, 2016) states that there are three types of code-mixing based on the situation in which the speaker is located, there are:

1. Intra-sentential Mixing: this type code-mixing places more emphasis on a syntactic unit constituent which can be in the form of word, phrase, and clause.
2. Intra-lexical Mixing: Simply the speakers mixing the code by adding prefix or suffix from the native language to the word from foreign language.
3. Involving a Change of Pronunciation: Each language has a different phonological order and sometimes speakers change the phonological order in other languages by using their own language phonological order.

In addition, Holmes (2013, p. 25) describes many factors that cause people to choose the code before they were speaking, as follow:

1. Bilingualism and Multilingualism

Most people as speakers usually occupy more than one code and require a selected code whenever they choose to speak with other people. The phenomenon of using two languages or more by a speaker in interaction with others alternately is called bilingualism or multilingualism.

2. Discuss a Particular Topic

People may select a particular variety or code because it makes it easier to discuss a particular topic, regardless of where they are speaking.

3. Social Distance Dimension

The same person may be spoken to in a different code depending on whether they are acting. The relationship status between people can be intended as a way in selecting the appropriate code.

4. Formality Dimension

Features of the setting and the dimension of formality may also be important in selecting an appropriate variety or code. The speaker will change the code based on the situation where the speaker takes the conversation.

5. Goal of Interaction

Each speaker must have a goal to get when interacting, for example the speaker uses code-mixing so that the conversation is more interesting or raise prestige. It also could be that people using code-mixing in their interaction with the audience so what the speaker want can be achieve easily.

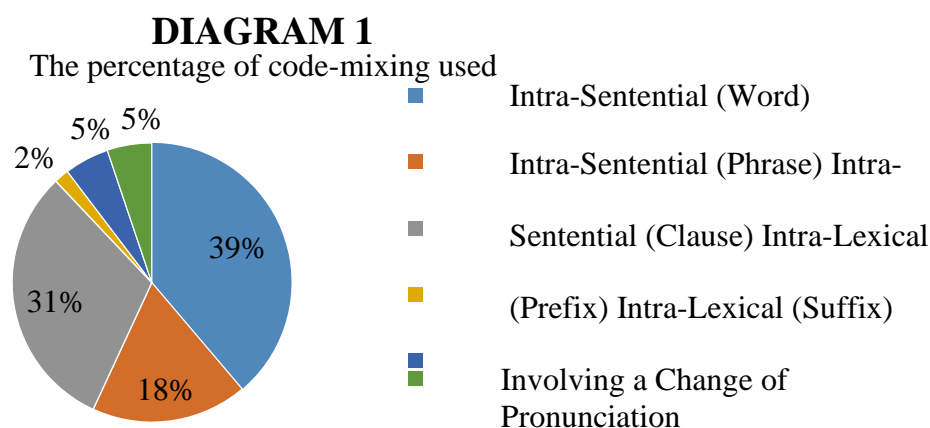
METHOD

In this research, descriptive qualitative research was used to reveal social phenomenon in relation to code-mixing issues. Words, expressions, and contexts were deeply observed and carefully examined to find out the code-mixing issue of Deddy Corbuzier's utterance in his YouTube video. The types and factors of code-mixing in his YouTube video will be described and explained systematically in this research. The object that will be analyzed is taken from 4 videos with the category of motivation by Deddy Corbuzier.

These videos are interesting to be analyzed because the video is categorized as motivation for today's young generation in Indonesia. In addition, this video is interesting to be observed as the research object because the language used by Deddy in delivering his aspirations contains a lot of critical thinking. In collecting the data, observation and documentation techniques are used as revealed by Sugiyono (2014, p. 63). The researcher observes the YouTube channel of Deddy Corbuzier and find out the video with the category of motivation which contains code-mixing. After finding the video which contains code-mixing, the researcher limits the object research for only four videos. The documentation technique referred to by the researcher is the data obtained from Deddy Corbuzier's video. The video is downloaded to make easy for the researcher to watch repeatedly. The researcher transcribes the whole utterances of the video. The results of the transcript are re-read while listening to the video so the data collected is accurate. After transcribing the researcher writes the utterance which contains the types of code-mixing based on Hoffman's theory. Furthermore, from those data, the researcher analyzed the factors which cause Deddy Corbuzier to use code-mixing.

FINDINGS AND DISCUSSION

After the data reduction process, all the data of Indonesian-English code-mixing found by the researcher from the four videos are 116 data. Furthermore, the number of data from the whole code-mixing in these four videos will be displayed in a diagram that shows the percentage the use of code-mixing by Deddy Corbuzier as follow:



Based on the diagram above, the highest percentage of code-mixing in the four Deddy Corbuzier's videos is the type of intra-sentential mixing in the form of word which reaches 39%. For example:

Data 061

"...yang punya sertifikat sebagai master di Wingchoun."

This data belongs to the type of intra-sentential mixing because Deddy inserts the word from a foreign language master in his native utterance. In addition, the lowest percentage is the type of Intra-lexical Mixing in the form of prefix which only has 2%. For example:

Data 041

“menurut gua ga diajarin tuh gimana cara bermain, maintain Instagram,”

The data above is counted as this type of code-mixing because Deddy combines the English word maintain with an Indonesian prefix ‘me-’ which has meaning to. Furthermore, the researcher can consider that the dominant form used by Deddy Corbuzier is depended on the function of the word itself as a single unit of language. Moreover, a word is easily understood than a clause or a phrase by his viewers who the most dominant is Indonesian people.

Besides, the dominant factor which supports Deddy Corbuzier to use code-mixing are bilingualism and goal of the interaction. The researcher considers that Deddy is bilingual person because Deddy has mastered his native language (Indonesian) and he has mastered other language or foreign language (English). It is proven by many uses of code-mixing in his four videos. For example:

Data 093

“Tapi buat mereka yang ga tau they destroy their life just by social media.”

Based on the data above, Deddy inserts this English clause because of the support of bilingualism between Indonesian and English. This is proven by the number of utterances which are often inserted by many words, phrases, and clauses as the researcher stated in the data finding. The other factor is goal of the interaction. Every code-mixing that he used have a goal which will be delivered by the viewer, for example:

Data 019

“Ya gua tau ntar lu ngatain gua bahwa gua unsocial.”

Based on the researcher analysis, as public figure, someone who is considered to be less associated with other people tends to have a bad view. In this utterance Deddy does not said it in Indonesian but choose to mix it with unsocial because he wants to soften the native word itself. It is support by the factor of the goal the interaction.

CONCLUSION

Based on the findings and discussions above, it can be concluded that the whole data which are found by the researcher in these four videos are 116 data. The type of code-mixing used can be categorized into the word forms are 45 data, the phrase forms are 21 data, the clause forms are 36 data, the prefix forms are 2 data, the suffix forms are 6 data, and the involving a change of pronunciation are 6 data. Furthermore, the researcher has found the factors which support Deddy Corbuzier to use code-mixing in his utterances. The first is bilingualism and multilingualism. The second is he discussed a particular topic. The third is social dimension that places him as public figure. The fourth is formality dimension. The last is the goal of the interaction. The dominant factors which support this code-mixing are bilingualism and goal of the interaction.

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