AN ANALYSIS CODE MIXING IN GITA SAVITRIS'S YOUTUBE VIDEO ENTITLED "CHILDFREE"

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Abstract

Sociolinguistics is the study of the relationship between language and society. Every society has different language styles when they interact with each other. With the many variations they have, it allows them to mix their languages in their speech. The mixing of one language with another, in the field of sociolinguistics is called code-mixing. The use of code-mixing in society has become common. This happened to one YouTuber, Gita Savitri. Therefore, this research focuses on code mixing that appears in Atta Halilintar's YouTube channel videos. The purpose of this research is to find out the types of code mix that appear in Gita Savitri's YouTube video channel. This research uses descriptive qualitative methods and humans as the main instruments in this research. In collecting data, this research uses the documentation method. This research uses content analysis which focuses on analyzing the types of code-mixing defined by Musyken. Then, the results of the types are calculated by using Musyken's formula and Hoffman's theory. As a result, there are 39 insertion utterances, 59 substitution utterances, 25 congruent lexicalization, 60 intra lexical code ming,73 intra sential code mixing utterances in the childfree episode.
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Keywords: Youtube, video, Code Mixing

INTRODUCTION

Humans are social creatures who are required to socialize with others as a daily necessity. They need to socialize through interaction and communication with social groups. In interacting and communicating, humans need language as a medium. Language has the main function as a means of communication between humans. Through language, a person can understand what is conveyed and heard in accordance with the existing language context. Language context is the situation and conditions that surround a conversation. In speaking, one must pay attention to the language context in order to understand a sentence or language correctly.

In this era, many people can communicate in more than one language. As said by Keraf in (Alflahah, 2017) "language style is a way of expressing thoughts through language so that the language appears imaginative". In other words, language style is a way to convey one's ideas. People tend to share their thoughts by using language styles. Thus, language style can be seen as something interesting. Mixing one language with another is a very common situation in society. Especially in bilingual societies and it is called code-mixing.

According to (Wardhaugh ,1986:103), code-mixing is the use of two languages carried out simultaneously by the speaker until it becomes a language change from one language to another. Sometimes, people speak several languages and mix one or two codes for a specific purpose. This happens because every word spoken has a certain meaning. This has the purpose of conveying the message or information from the speaker to the listener directly and to provide good communication results for both. The most mixed language when

used by Indonesians is English because English is growing significantly in Indonesia. This happens because English is an international language. Many Indonesians combine English and Indonesian at the same time in their conversations. The language is not only done directly but can also be done indirectly such as social media as a place to pour out the language we want to convey.

With social media, people can easily get any kind of information they want. Social media can also be used by people to share their daily activities or to express their feelings or opinions about anything. There are many types of social media, such as Twitter, Instagram, Facebook, Youtube, Pinterest, and many more. According to (Ensour ,2015) Youtube is a website that can share videos and users can watch, upload, and comment on videos.

YouTube is one of the most popular social media in the world, including in Indonesia. Youtube has simple features and can be used by millions of people. There are several Youtubers on Youtube, namely Atta Halilintar, Raffi Ahmad, Boy William, Agung Hapsah, Dedy Corbuzier, Fathia Izzati, and Naisa Alifia Yuriza. According to (Chaer and Agustina,2004), code mixing is the use of two or more languages, or two language variants in a society. Furthermore, every human being has different reasons for using code-mixing. This phenomenon is not only found in verbal communication, but sometimes we always find code-mixing in nonverbal communication on social media. According to (Obar, Jonathan A.; Wildman, Steve ,2015), social media is a computer-mediated technology that facilitates the creation and sharing of information, ideas, career interests, and other forms of expression through virtual communities and networks.

On YouTube they always use code-mixing when creating content. On the other hand, code-mixing is caused because everyone in a society has a certain character in every situation where each character has certain norms (Bell in Giyoto, 2013: 65). There are factors that cause them to use English in their words, and in the code-mixing found its level.

In this research, the author takes the field of language related to sociolinguistics. According to (Trudgill, 2000:21) "Sociolinguistics is a part of linguistics concerned with language as a social and cultural phenomenon. It investigates the language field of society and also attitudes towards language forms." On the other hand, sociolinguistics provides guidelines for communication by indicating the language, language variety, or language style that should be used when speaking to a particular person. Sociolinguistics is a science that studies the relationship between language and colony, the application of different languages in different social contexts, which aims to identify the social function of language and its use as a way to convey social meaning.

In the phenomenon of sociolinguistics that relates to society in the use of language, there are circumstances where many people can understand two or more languages. In sociolinguistics itself, this is referred to as bilingual and multilingual. Bilingual is someone who can speak two languages and multilingual is someone who can speak more than two languages.

By switching two or more languages in a monologue or dialog, sociolinguistic scientists call it code-switching and code-mixing. Code- switching illustrates the ability of a bilingual speaker. The term code switching in linguistics refers to the use of more than one language or variety in speech Ansar (2017) "Code Switching and Code Mixing in Teaching-Learning Process". English Education: Journal of English Tadris,) Trousdale in Mujiono says that code switching is a linguistic situation in which a speaker will change his language if

there is an interlocutor who has the same ability in another language that they use in interaction (Mujiono, 2013). Whereas code-switching is the use of two languages together by a speaker to the extent that they change from one language to another in a single utterance (Ronald Wardaugh, 1986)

So, based on the previous explanation of code switching and code mixing, it can be concluded that code switching is a phenomenon where bilinguals or multilinguals change their way of speaking from one language to another which is caused by a condition and situation. And code-mixing is a mixture of languages that inserts another language in the dominant language they use in daily conversation.

The phenomenon of code-mixing and code-switching has long intrigued experts who have researched what triggers these events. The phenomenon of code-switching and code-mixing has become a trend or language style in society, especially among young people. They are very accustomed to code-switching or code-mixing in their speech. They think that when they mix their language with other languages in their speech, they will look more prestigious. This phenomenon also appears on the famous YouTuber in Indonesia, Gita Savitri. In Gita's videos, she often mixes languages in her pronunciation between Indonesian and English. In her videos, she also conveys some motivation that can be useful for the viewers of her videos. Hence, the show is both entertaining and educational.

In this research, the Researcher is interested to conduct the research to look for the use of code mixing. There are several researchers who have conducted research on code-mixing. Dealing with this research, the observer takes some relevant researches which have been investigated.

There are many famous YouTubers in Indonesia. One of them is Gita Savitri's YouTube channel. Gita Savitri is an Indonesian public figure and actor who lives in Germany. Gita Savitri is one of the Indonesian public figures and actors who lives in Germany until now and is active on YouTube and speaks fluently in two languages, English and Indonesian. Gita Savitri moved from Jakarta to Berlin in 2010 to study. In 2017 she got Bachelor's degree in Chemistry from Freie Universität Berlin, then moved to Hamburg in 2019 to work in the personal care industry. She moved from Jakarta to Berlin in 2010 to study. In 2017 I got my Bachelor's degree in Chemistry from Freie Freie Universität Berlin, then moved to Hamburg in 2019 to work in the personal care industry. Gita Savitri joined YouTube on December 16, 2009 and started creating video blog content on YouTube.

She is categorized as an inspirational YouTuber because he has creative ideas to create video content on his YouTube channel that is different from other YouTubers. On her YouTube channel she has 498 videos, 1.29 million subscribers and her videos have been watched by Indonesians 118,544,779 times. In her content, Gita Savitri uses western culture as in the use of English in her videos. Researchers found interesting things in Gita Savitri's videos because the speakers usually use Indonesian and English. This phenomenon is referred to as code mixing. It occurs when the speaker speaks and mixes more than one language.

Previously, the graduate student at Freie Universitat Berlin was also selected as a Creators for Change Friend in 2017 along with 27 other channels from around the world. With her segment called Beropini, Gitasav often gives her views on social issues that are hot in the community and in 2018 Gita was selected again at the 5 YouTube Creators for Change Global Ambassador 2018 event from Indonesia. Gita is the only hijab-wearing woman with the ability to use two languages and a myriad of other achievements.

In this research, it can help us to know and understand more about code-mixing and also we can find the reason why many people in this modern era mix their language into Indonesian and English when communicating with others. Based on the description above, the researcher is interested in conducting research with the title "**An Analysis Code Mixing in Gita Savitri's Youtube Video Entitled "Childfree"**

METHOD

This study employed a qualitative approach with a descriptive research design to investigate the phenomenon of code mixing in Gita Savitri's YouTube video entitled *"Childfree"*. This approach was chosen because the primary objective of the study was to describe and interpret linguistic phenomena as they naturally occur, without manipulating variables. A descriptive qualitative design allows for an in-depth examination of the types and levels of code mixing used in digital spoken discourse.

The data of the study consisted of utterances taken from one selected YouTube video by Gita Savitri, which served as the main data source. Data were collected using a documentation method, involving several steps: repeatedly watching the video, transcribing the spoken utterances into written text, identifying instances of code mixing, grouping the data, and classifying them according to their types and levels. The research instruments included the video file, transcription texts, coding guidelines, and classification tables to facilitate systematic analysis.

Data analysis was conducted using content analysis, focusing on identifying patterns of code mixing based on Muysken's theoretical framework, which categorizes code mixing into insertion, alternation, and congruent lexicalization. To ensure data validity, triangulation was applied, particularly data triangulation, by involving expert judgment to verify the accuracy of the classifications and interpretations. Through these analytical procedures, the study provides a systematic and credible description of code mixing practices in Gita Savitri's YouTube content.

FINDINGS

This section presents the findings of the study derived from the analysis of code mixing in Gita Savitri's YouTube video entitled *"Childfree."* The data consist of utterances produced by the speaker throughout the video and were analyzed using Muysken's (2014) typology of code mixing, namely insertion, alternation, and congruent lexicalization.

The findings indicate that all three types of code mixing occur in the video. However, insertion and congruent lexicalization emerge as the most dominant patterns, while alternation appears less frequently. The predominance of these types suggests that English lexical elements are integrated into Indonesian discourse without altering the overall syntactic structure of the base language.

Insertion

Insertion refers to the embedding of lexical items or phrases from one language into the grammatical structure of another language. In this study, insertion predominantly involves English words integrated into Indonesian utterances. Examples such as *"this week," "cross*

social media," "found out," "pure fruit," and *"platform"* illustrate how English lexical items are inserted into Indonesian sentences.

The frequent occurrence of insertion indicates that English functions as a lexical resource to emphasize meaning, express specific concepts more efficiently, and align the discourse with contemporary digital communication practices. Importantly, the syntactic structure of Indonesian remains intact, confirming that Indonesian serves as the matrix language.

Congruent Lexicalization

Congruent lexicalization occurs when both languages share a similar grammatical framework, allowing elements from both languages to be used interchangeably within the same utterance. In the analyzed data, this type is realized through expressions such as *"talking about me happening," "so if you guys,"* and *"just because you."*

These utterances demonstrate a high degree of bilingual fluency, where the speaker draws simultaneously on Indonesian and English linguistic systems. The frequent use of congruent lexicalization reflects informal spoken discourse and suggests that the speaker's bilingual competence enables seamless integration of both languages without causing communicative disruption.

Alternation

Alternation involves switching between languages at the clause or sentence level. In the data, alternation appears in utterances such as *"based on one comment, it's not like we…"* and *"I understand, but…"*. These switches are structurally complete and grammatically independent.

Although alternation occurs less frequently than insertion and congruent lexicalization, its presence indicates deliberate language switching. Alternation is typically used to emphasize arguments, clarify meanings, or express personal evaluation, suggesting a higher level of pragmatic control in bilingual speech.

DISCUSSION

The findings demonstrate that code mixing is a salient linguistic feature in Gita Savitri's YouTube discourse. The dominance of insertion supports Muysken's (2014) assertion that insertion is the most common form of code mixing in bilingual speech, particularly when one language remains structurally dominant. In this study, Indonesian consistently functions as the matrix language, while English serves as an embedded language.

The frequent use of congruent lexicalization further indicates that the speaker possesses a high level of bilingual proficiency. This pattern reflects the influence of globalization and digital media, where bilingual speakers often blend linguistic resources to construct a modern, relatable, and globally oriented identity. Such practices are especially prevalent in informal digital platforms like YouTube, where rigid language boundaries are less strictly maintained.

Meanwhile, the relatively limited occurrence of alternation suggests that full clause-level switching is employed selectively. This aligns with sociolinguistic perspectives that view alternation as a strategic communicative choice rather than a habitual linguistic practice.

In this context, alternation functions to reinforce stance, highlight key points, or convey emotional emphasis.

Thus, the findings confirm that code mixing in the analyzed video is systematic and contextually motivated. Rather than indicating linguistic deficiency, the use of mixed codes reflects communicative competence, identity negotiation, and audience awareness. These results contribute to sociolinguistic studies by demonstrating how bilingual speakers utilize code mixing as a meaningful resource in digital discourse.

CONCLUSION AND SUGGESTION

After analyzing and obtaining the results, the researcher found several code mixes on Gita Savitri's YouTube channel. The researcher analyzed the videos from Gita Savitri's YouTube channel by using Muysken (2014) theory about the kinds of code mix and by using Hoffman (1991) theory about types of code mixing. The kinds of code mix are categorized into three types, namely, insertion, substitution, and congruent lexicalization. The types os code mixing namely, intra lexical code mixing, intra sential code mixing and involving a change of pronounciation. As a result,there are 60 intra lexical code ming,73 intra sential code mixing

There are 39 insertion utterances, 59 substitution utterances, and 25 congruent lexicalization utterances in the childfree episode. Those data took on Thursday 25 Mei 2023.

Hopefully, this research will be useful and can be used as one of the references in studying and analyzing sosiolinguistics. The result of this research is also expected to give beneficial for the next researcher, the english teacher and students who exciting and studying about sosiolinguistics . Analyzing about sosiolinguistics need to be continued by another researchers, especially in types code mixing because sosiolinguistics is an activity to give value to a sosiolinguistics product whether the product is having high quality or not. Analyzing about sosiolinguistics is not only types code mixing, there are many kinds of code mixing can be analyze by further researcher.

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