

Analysis of Code-mixing in Diera Nathania’s YouTube Vlog Video

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KEYWORDS	ABSTRACT
bilingual, code-mixing, sociolinguistic, youtube	This study is entitled "Analysis of Code-mixing Used in Diera Nathania's YouTube Vlog Video". This study contains an analysis of the occurrence of code-mixing phenomena in video clips of the YouTube channel Diera Nathania. The purpose of this study is to analyze the types and factors behind the occurrence of code-mixing phenomena using Suwito's code-mixing theory. The method used in this study is a qualitative-descriptive method. The data presented in this study were collected using listening and note-taking techniques. In this study, it was found that the primary factor contributing to the occurrence of code-mixing was the lack of expressions with accurate meanings in the language being used.

INTRODUCTION

Language is a meaningful sound system used for communication by human groups (Kridalaksana, 1985: 12). Language is used not only as a communication medium for humans to understand and interact with each other but also as a tool for conveying ideas and feelings. Language is not only a communication tool but also means self-expression. It also has the power to build societies.

In the era of globalization, advancements in technology have made it easier to communicate effectively with people around the world in multiple languages. Along with establishing social connections and enjoying various benefits, people are learning foreign languages through the Internet. As a result, the number of language learners is increasing, determined by the desire to understand not only the language but also the associated culture. This phenomenon enables people to master languages other than their mother tongue. The term "bilingual" refers to speakers who are proficient in two languages, while those who speak more than two languages are often called "multilingual." For a bilingual and multilingual, speaking more than one language is an advantage, but on the other hand, it can cause problems in language. One of the language issues resulting from this phenomenon is code-mixing.

Nababan (1991) explains that code-mixing is a situation in which people mix two (or more) languages or various languages. Code-mixing is the mixing of two or more languages in a single utterance, frequently used unconsciously as a spontaneous response during verbal communication. Code-mixing is used both in direct and indirect speech, such as in WhatsApp, Instagram, X, and so on. However, code-mixing often happens and can cause problems during verbal communication. Since speech typically happens directly and spontaneously, the words spoken reflect the speaker's instant response. Various factors contribute to code-mixing, such as the speaker's habit of using multiple languages, communication situations, and social background. While Code-mixing is often viewed as a language barrier, it can also be valuable to bilingual individuals to enhance their expression more by combining two languages.

Suwito (1983:75-76) states that elements of code-mixing can be divided into two categories, called inner code-mixing and outer code-mixing. Inner code-mixing involves the use of variations from the speaker's native language or a local/regional language. For example, the difference between the dialects spoken in Tokyo and Osaka, Tokyo speakers use standard Japanese, while Osaka speakers use Kansai-ben. In contrast,

outer code-mixing is sourced from foreign languages. An example of outer code-mixing is the use of English loanwords in Japanese or a blend of Japanese and English (Janglish).

Code-mixing occurs due to the limited use of vocabulary in a particular language because the speaker does not know the equivalent word, causing them to use words from another language instead. The reason the author chose to analyze Diera Nathania's YouTube vlog video as a data source, is because the conversation is spontaneous so the language patterns used are natural. Even though Diera Nathania is a foreigner who has lived in Japan for a long time and uses Japanese as her daily language, this phenomenon of code-mixing still occurs. This study aims to prove that even proficient speakers can unintentionally engage in code-mixing and to analyze the factors that contribute to the code-mixing phenomenon.

METHOD

In this study, the methodology to analyze the form of code-mixing used qualitative descriptive. According to Moeleong (2010: 6), descriptive qualitative research is a study that explains and understands the phenomenon of a research subject by describing it in words or writing. This form of research takes a comprehensive view and aims to understand the behavior, perception, motivation, and action of the subjects in this study. The basic approach used and taken is by analyzing using a listening method accompanied by taking notes by paying attention to the language used by the subject. The data sources for this research are vlog videos produced by Diera Nathania, comprising a total of three videos.

To achieve the research objectives of analyzing the forms and factors that contribute to the cause of the code-mixing phenomenon, the researcher uses Suwito's theory. Code-mixing is classified and categorized into two categories, inner code-mixing and outer code-mixing. Inner code-mixing involves elements sourced from the speaker's native language or a local or regional language. As for outer code-mixing, the insertion is sourced from foreign languages.

RESULTS AND DISCUSSION

Based on the collected data, seven instances of the code-mixing phenomenon were identified in a total of three video clips. All of the video clips, filmed in Japan, feature the speaker employing three languages during the dialogues, including Bahasa Indonesia, Japanese, and English during the conversation.

The author analyzed the results and identified seven data points from the three videos examined. The result is seven out of seven data found analyzed as outer-code mixing. One significant reason for this linguistic phenomenon is because of Japan's historical and cultural integration of borrowing a lot of words from other languages, dominantly English. The borrowing word used in other languages is called a loanword. One of the ways to differentiate between native Japanese words and loanwords is through the specific linguistic characteristic, which is through word characters used in Japanese which is katakana.

The following section presents and describes the analysis results, including the types, forms, and reasons for the use of code-mixing observed in a YouTube clip of Diera Nathania. The data were identified and classified as outer code-mixing, under Suwito's theory.

Data 1, 2, and 3 is taken from Diera Nathania's video clip titled "Makan di Hotel Estetik di Hokkaido! ~Christmas Date with Padok~ 🎄🎅"

Data 1

TS: 4.10-4.12

ファッションショーこっち向かって歩きなさい。

Fasshon sho kocchi mukatte arukinasai.

Walk this way while doing a fashion show.

The type of code-mixing in data 1 is classified as outer code-mixing, as it contains an English phrase in the sentence. In Japanese, katakana is mainly used for writing loanwords or *gairaigo*, words from other languages that become part of the Japanese. The form of outer code-mixing is contained in the phrase ファッション ショー (fashshon sho) which is a loanword from the English “fashion show”. This phenomenon occurs because there is no equivalent word in Japanese that could describe the phrase perfectly.

Data 2

TS: 4.36-4.40

Kita tuh ga pernah makan コース料理 berdua gitu loh.
Kita tuh ga pernah makan *koosu ryouri* berdua gitu loh.
We have never eaten a course meal together before.

The code-mixing observed in data 2 is classified as outer code-mixing due to containing an English phrase in the sentence. The form of outer code-mixing in data 2 is contained in the phrase コース料理 (*koosu ryouri*) which is a loanword from the English “course meal”. The loanword is identified as the “course” word using katakana, which implies that it is a word of another language. “Course meal” is a meal in which the dishes are served at a specific time in a set order by the restaurant, commonly including an appetizer, main dish, and dessert. This phenomenon occurs because there is no equivalent word in Japanese that could describe and emphasize an important point of the phrase in English.

Data 3

TS: 6.56-7.00

Makanan pertama udah keluar, これサラダ? なにこれ?
Makanan pertama udah keluar, kore *sarada*? nani kore?
The first dish has been served, is this salad? What is this again?

The code-mixing identified in data 3 is classified as outer code-mixing because there is an English word in the sentence. The form of outer code-mixing in data 3 is contained in the word “sarada” which means “salad”, which refers to a mixture of uncooked vegetables. The text above is classified as outer code-mixing, as it includes English loanwords because there is no equivalent term in the native language. Additionally, the word “sarada” is a word commonly recognized worldwide. The word “sarada” also means specifically a type of food that many people are familiar with.

Data 4, 5, and 6 are taken from Diera Nathania's video clip titled “CANTIK BANGET! Main ke Taman Momiji”

Data 4

TS: 14.27-14.29

Makin kesini デザイン デザインnya makin bagus.
Makin kesini *Dezain dezain-nya* makin bagus
The designs are getting better and better.

The code-mixing observed in data 4 is categorized as outer code-mixing because there is an English phrase in the sentence. The form of outer code-mixing in data 4 is contained in the phrase デザイン デザインnya (*dezain dezain-nya*), that phrase potentially classified as inner code-mixing since the speaker using repetitive structure in Indonesian grammatical patterns. Despite that, the phrase デザイン デザインnya (*dezain dezain-nya*) is classified as outer code-mixing, because it involves a foreign language which is from English loanword “design”. This phenomenon occurs because the adopted word of デザイン is more specific than other words in Japanese, so it's commonly used in daily aspects.

Data 5

TS: 16.02-16.06

私はユーチューバーだから.. カメラマンじゃなかった。

Watashi wa yutuuba dakara.. kamera-man ja nakatta.

Because I'm a youtuber, not a cameraman.

The type of code-mixing in data 5 is classified as outer code-mixing because there are English words in the sentence. The form of outer code-mixing in data 5 is contained in the words “yutuuba” and “kameraman”. This phenomenon occurs because there is no equivalent word in Japanese, so both “yutuuba” (youtuber) and “kameraman” (cameraman) are considered loanwords which are words that have been adopted from English.

Data 6

TS: 18.35-18.38

コンビニのショーケースの物店名全部美味しいだね。

konbini no shookeesu no mono tenmei zenbu oishi da ne.

The food in the convenience store *showcase* is all delicious, isn't it?

The type of code-mixing in data 6 is classified as outer code-mixing because it contains an English word in the sentence. The specific outer code-mixing in data 6 is contained in the word “shookeesu”. This phenomenon occurs because there is no direct equivalent word in Japanese that conveys the same details and explains the particular word, so “shookeesu” is considered a loanword which is a word that has been adopted from English.

Data 7 is taken from Diera Nathania's video clip titled “Bersihin Rumah di Hokkaido, Makan Permen Anggur”

Data 7

TS: 12.34-12.37

帯広フルーツサンドってたぶん。。。。

Obihiro furūtsusando itte tabun..

I think it's called the Obihiro fruit sandwich.

The type of code-mixing in data 6 is classified as outer code-mixing because there is an English phrase in the sentence. The form of outer code-mixing in data 6 is contained in the phrase フルーツサンド (*furūtsusando*). This phenomenon occurs because fruit sandwiches are associated with Western-inspired dessert and adopted in Japan. So, the phrase of フルーツサンド (*furūtsusando*) is commonly used, considered loanword which are words that have been adopted from English. Therefore, incorporating katakana adds a trendy flair to food culture terminology.

CONCLUSION

Based on the data findings of this research, the author concluded that code-mixing is a prevalent phenomenon that effectively facilitates communication among bilingual individuals. The analysis identified a total of 7 instances of data of outer code-mixing from a total of 3 data sources in the form of a video of Diera Nathania.

The primary and key factors contributing to the phenomenon of code-mixing found in this study, include a lack of equivalent words to accurately convey the specific meaning, as well as the universality of loanwords in the Japanese language. This linguistic gap often leads bilingual speakers to absorb terms from other languages when attempting to convey their thoughts more accurately, and occurs misunderstanding between speakers and speech partners during a conversation.

This study specifically examines the interactions of outer code-mixing between English and Japanese, by highlighting how bilingual speakers handle these phenomena in real time conversation. Furthermore, the research found that the environment in which a bilingual lives also influences the use of language, as social, and cultural aspects can inhibit code-mixing. These results indicate that code-mixing is a valuable communication tool, particularly among bilingual speakers.

Following the research conducted, the author recommended that future researchers conduct further research regarding the use of code-mixing among bilinguals and examine it in more detail through various theories and perspectives.

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