

THE USE OF CODE-MIXING IN THE JAPANESE PODCAST GOLDNRUSH SERIES : CYBER RUI

¹Bramandita Firnandi, ²Bayu Aryanto

Universitas Dian Nuswantoro, Semarang City, Indonesia

(312202101049@mhs.dinus.ac.id)

Abstract: Language is constantly evolving, especially in digital spaces where cultures intersect. This study delves into code-mixing in the GOLDNRUSH podcast, specifically in the episode "Cyber Rui no Imada Katsute Katararenakatta Monogatari." By drawing on Ronald Wardhaugh's theoretical framework, and Otsuji and Pennycook's concept of metrolingualism, it explores how and why Japanese speakers incorporate English into their conversations. Using a qualitative descriptive approach with discourse analysis, this research examines podcast transcriptions to uncover patterns of English insertions within Japanese speech. The findings reveal that speakers use code-mixing to express emotions, enhance clarity, and assert social identity, particularly within Japan's entertainment and music industries. Based on the data obtained, the code-mixing that occurs is intra sentential code-mixing, where several English vocabulary items are inserted into Japanese utterances, indicating the presence of code-mixing phenomena. This study sheds light on the dynamic relationship between language and society in digital media. It offers valuable insights into how bilingual speakers navigate linguistic choices, contributing to a deeper understanding of language use in an increasingly globalized world.

Keywords: code-mixing, podcast, linguistics, language

RESEARCH BACKGROUND

In the age of digital globalization, linguistic practices are increasingly shaped by fast-evolving forms of communication and cultural exchange. One such manifestation is code-mixing, the practice of blending elements from different languages within a single utterance. In Japan, the presence of English in everyday media, particularly within youth-driven platforms like YouTube and podcasts, reflects not only linguistic borrowing, but also shifts in identity construction and cultural positioning.

Podcasts have become an especially rich site for observing natural and unscripted speech among artists, influencers, and public figures. Among them, the GOLDNRUSH Podcast, which features young voices from the Japanese entertainment and music scene, offers valuable data on how Japanese speakers incorporate English into their discourse. The episode featuring Cyber Rui, a rapper known for her self-produced and bilingual image, exemplifies the dynamic interplay of language, identity, and style.

This study explores how and why code-mixing is used in the GOLDNRUSH podcast, focusing on both the structural types of language mixing (following Wardhaugh) and the creative, identity-based functions of language use (in line with Otsuji and Pennycook's metrolingualism). Through qualitative discourse

analysis of the podcast transcription, this research aims to uncover patterns of language mixing that reflect the speaker's attempt to express individuality, emotion, and affiliation with global

youth culture. Understanding this phenomenon offers insight into the broader sociolinguistic trends emerging from Japan's increasingly globalized and digitized media landscape.

REVIEW OF RELATED LITERATURE

Code mixing is a sociolinguistic phenomenon in which speakers combine elements of more than one language in their speech. It can occur at various levels such as word, phrase, clause, or sentence. According to (Suwito, 1983), Within a single stretch of speech, code mixing occurs when speakers integrate words or phrases from a different language into their primary language. Mixing languages is widespread in multilingual settings, where it is influenced by various factors including context, culture, and social interaction.

(Nababan, 1993) emphasizes that code mixing is different from code switching. Code switching involves the complete change from one language to another, usually between sentences or utterances, whereas code mixing is more subtle and occurs within a single sentence. Both phenomena reflect the speaker's bilingual competence and their ability to navigate between different linguistic systems.

This research situates itself within these theoretical frameworks to explore how English lexical items are embedded in Japanese discourse, focusing on the structural forms and social meanings behind such usage. By using the foundational perspective of (Wardhaugh, 2006), this study also considers code mixing as a reflection of social meaning, identity, and context within communication. According to (Wardhaugh, 2006), code mixing can be influenced by topic, setting, participants, and function of speech making it an essential tool for expressing nuanced meanings in bilingual communities, particularly within media like podcasts.

Additionally, this research is informed by the concept of metrolingualism as proposed by (Otsuji & Pennycook, 2010). According to (Otsuji & Pennycook, 2010), metrolingualism focuses on how people use different linguistic resources in urban and globalized settings, not necessarily adhering to fixed boundaries of languages. It emphasizes the creative, pragmatic, and fluid use of language in context. In media such as podcasts, speakers often blend linguistic elements to construct meaning, establish identity, and engage with a culturally diverse audience. The metrolingual perspective allows us to see code mixing not just as a linguistic shift, but as a performative and context-dependent act that reflects the speaker's navigation through modern urban life and media spaces.

A relevant previous study by Surjadi and Aryanto (2022) investigated interjections used by commentators in a YouTube-streamed E-sports tournament. Although focusing on *kandoushi* rather than

code-mixing, their research shares methodological similarities with the present study in analyzing spontaneous speech from digital media. Their findings underscore the expressive and pragmatic functions of language in real-time interaction, reinforcing the importance of examining naturally occurring spoken discourse in platforms like YouTube and podcasts.

RESEARCH METHOD

By applying a descriptive qualitative method, this study explores how code-mixing emerges in the GOLDNRUSH podcast episode in which Cyber Rui is featured. The data was obtained from a 48-minute and 19-second episode of the GOLDNRUSH podcast titled “Cyber Rui no Imada Katsute Katararenakatta Monogatari.” The episode was transcribed manually by the researcher using a combination of repeated listening, slow playback features, and segment-by-segment verification to ensure transcription accuracy. To maintain fidelity to the spoken data, Japanese slang, informal expressions, and code-mixed elements were transcribed as they were uttered.

Whenever ambiguity occurred such as overlapping speech, slang, or rapid utterances these segments were double-checked using native level listening support tools (such as Japanese subtitle generators and AI) to maintain high transcription validity. The transcription process is crucial, as it directly affects the reliability of discourse analysis. Therefore, efforts were made to minimize subjectivity and maximize accuracy through multiple verification steps. The analysis focuses on identifying English lexical insertions within Japanese discourse and interpreting their functions.

The framework combines Wardhaugh’s sociolinguistic theory of code mixing which considers factors such as topic, participants, and setting with the metrolingualism concept of Otsuji and Pennycook, which highlights the fluid and creative use of language in urban digital contexts. By using discourse analysis, this study aims to uncover how speakers blend linguistic resources to perform identity and connect with a diverse audience in a media environment.

RESULTS AND DISCUSSION

Forms of Code-Mixing in the Podcast

This section presents the findings of code-mixing phenomena found in the GOLDNRUSH podcast episode featuring Cyber Rui, based on the transcription data. The analysis categorizes the instances of code-mixing into their structural forms and functions within the discourse, guided by Wardhaugh’s theory of sociolinguistics and the concept of metrolingualism by Otsuji & Pennycook.

No	Excerpt (Original)	Translation / Gloss	Code-Mixed Item	Type	Category
1	全部一応セルフプロデュースで	"I did everything as self-produced."	self-produce	Word-level	Noun
2	最近 go with the flow って感じ	"Lately, I just go with the flow."	go with the flow	Phrase-level	Expression
3	プロデュースとして見せ方を意識してた	"I was conscious about how to present myself as a production."	produce	Word-level	Verb/Noun
4	自分がフィールできるものが多かった	"There were many things I could <i>feel</i> ."	feel	Word-level	Verb
5	ブランディングが一貫 してるって言われた	"They said my branding is consistent."	branding	Word-level	Noun
6	セルフプロデュースで全部作 ってる	"I produce everything myself."	self-produce	Word-level	Noun/Process
7	作品にビジュとかオーディオ も含めた	"Including visuals and audio in the work."	visual, audio	Word-level	Nouns (Media)

8	“I couldn’t write anything due to a slump.”	slump	Word-level	Noun (Emotion)
	スランプで全然書けなかった			

Table 1. Examples of Code-Mixing in GOLDNRUSH Podcast (Cyber Rui Episode)

The data suggests that most occurrences of code-mixing are found at the lexical level, particularly involving nouns and English expressions related to self-expression, creative production, or emotional states. Most insertions reflect vocabulary associated with the music industry, artistic identity, and global youth culture.

The structural feature of code-mixing here shows a preference for seamless integration, where the English word is embedded in otherwise fully Japanese syntax. This affirms that speakers like Cyber Rui are highly proficient bilinguals who intuitively draw from English for stylistic effect, clarity, or emotional emphasis.

In the next section, we will analyze the functions behind these instances to better understand the speaker's intent and sociolinguistic positioning.

Functions of Code-Mixing

The code-mixed elements found in the podcast serve multiple communicative and stylistic functions. Drawing on Wardhaugh’s (2006) framework and Otsuji & Pennycook’s (2010) concept of metrolingualism, we can categorize these functions into three major types: expressive/emotional, identity performance, and stylistic alignment with global youth culture.

1. Expressive and Emotive Function

One major reason for inserting English into Japanese discourse is to convey emotional intensity or subjective stance. For instance:

Excerpt 1

「最近 go with the flow って感じ」

saikin go with the flow tte kanji

“Lately, I just go with the flow.”

Here, the speaker chooses a fluent English idiom to express a nuanced emotional state a relaxed, adaptive attitude that may not be captured as naturally in Japanese. Such expressions not only highlight emotional

tone but also suggest *linguistic economy* and *global expressiveness*.

Another example is:

Excerpt 2

「スランプで全然書けなかった」

Suranpu de zenzen kakenakatta

"I couldn't write anything due to a slump."

The English loanword *slump* captures a state of creative blockage common in artistic narratives, making the speaker's inner struggle immediately relatable to a global audience.

2. Identity Construction and Self-Branding

Many of the English insertions point to the speaker's attempt to construct a distinct public persona as a bilingual, independent, and creative artist.

Excerpt 3

「全部一応セルフプロデュースで」

Zenbu ichou serufu purodyu-su de

"I did everything as self-produced."

Excerpt 4

「ブランディングが一貫してるって言われた」

Burandingu ga ikkan shiteru tte iwareta

"They said my branding is consistent."

Here, terms like *self-produce* and *branding* reflect a professional identity grounded in autonomy and media-savvy presentation. Cyber Rui uses such terms to articulate her role not just as a performer but as a creator and strategist a linguistic positioning that aligns with global indie artists and entrepreneurially-minded youth.

3. Stylistic and Metrolingual Creativity

Through code-mixing, the speaker draws upon a range of linguistic resources that blur fixed language boundaries a hallmark of metrolingualism.

Excerpt 5

「自分がフィールできるものが多かった」

Jibun ga fi-ru dekiru mono ga ookatta

4. Stylistic and Metrolingual Creativity

Through code-mixing, the speaker draws upon a range of linguistic resources that blur fixed language boundaries a hallmark of metrolingualism.

Excerpt 5

「自分がフィールできるものが多かった」

Jibun ga fi-ru dekiru mono ga ookatta

5. Metrolingualism and the Fluid City Speaker

Perhaps most importantly, these findings align with the concept of metrolingualism proposed by Otsuji & Pennycook (2010). In urban, media-saturated spaces like Tokyo, speakers no longer draw boundaries between languages. Instead, they “mix languages to make meaning” a reflection of urban multilingual life.

Cyber Rui’s speech is not a hybrid of Japanese and English per se, but rather a creative linguistic repertoire drawn from global flows. Her utterances index a Tokyo-based, globally connected identity that is not bound by conventional language ideologies.

Thus, her code-mixing is not simply about language, but about social positioning, style, and urban identity.

CONCLUSION

An analysis was conducted to understand the use of code-mixing as a language practice in the GOLDNRUSH podcast episode featuring Cyber Rui, focusing on its forms, functions, and sociolinguistic motivations. Through qualitative analysis of the transcribed data, several key findings emerged.

First, the majority of code-mixing instances appeared at the lexical level, predominantly involving English nouns and expressions embedded within Japanese discourse. These insertions were semantically rich and contextually relevant, especially in discussions about music production, self-branding, and personal emotion.

Second, the functions of code-mixing included expressive emphasis, identity construction, and stylistic alignment with global youth culture. Cyber Rui utilized English not only for efficiency and emphasis, but also to construct a bilingual, creative persona that resonates with a media-literate audience.

Third, the sociolinguistic analysis demonstrated that topic relevance, audience awareness, and urban linguistic fluidity all contribute to the speaker's code choice. The use of English terms reflected not just bilingualism, but a form of metrolingual practice common in contemporary Japanese digital and creative spaces.

In conclusion, code-mixing in this podcast serves as both a communicative resource and a symbolic act. It reflects broader sociolinguistic trends in Japan where English functions as a tool for creativity, global connectivity, and stylistic expression, especially among younger speakers engaged in digital culture.

Future research may consider a comparative study across different podcast genres or include listener perception data to further understand how code-mixing shapes meaning and identity in contemporary Japanese media.

REFERENCES

- Fujimura, K (2013). 二言語話者の談話における「コードスイッチング」・「コードミキシング」の必要性. 23–32.
- Kireina Fernanda Utomo, & Ismatul Khasanah. (2024). Penggunaan Campur Kode Bahasa Jepang oleh Pekerja Indonesia di Hokkaido. *Jurnal Onoma: Pendidikan, Bahasa, Dan Sastra*, 10(1), 583–589. <https://doi.org/10.30605/onoma.v10i1.3233>
- Miller, R. A., & Loveday, L. (1988). Explorations in Japanese Sociolinguistics. In *Journal of Japanese Studies* (Vol. 14, Issue 2). <https://doi.org/10.2307/132637>
- Nababan. (1993). *Sosiolinguistik Suatu Pengantar*. Jakarta : Gramedia Pustaka Utama.
- Otsuji, E., & Pennycook, A. (2010). Metrolingualism: Fixity, fluidity and language in flux. *International Journal of Multilingualism*, 7(3), 240–254. <https://doi.org/10.1080/14790710903414331>

- Owon, R. A. S. (2017). Sociolinguistik: Suatu Pengenalan Awal. In *Angewandte Chemie International Edition*, 6(11), 951–952. (Vol. 6, Issue November).
- Poplack, S., & Walker, J. A. (2003). Pieter Muysken, Bilingual speech: a typology of code-mixing. Cambridge: Cambridge University Press, 2000. Pp. xvi+306. . *Journal of Linguistics*, 39(3), 678–683. <https://doi.org/10.1017/s0022226703272297>
- Putu Dewi Merlyna Y. P. (2023). Code Mixing for Beginner Japanese Language Learners at Mirai Mandiri. *Jurnal Pedagogi Dan Pembelajaran*, 6(1), 8–16. <https://doi.org/10.23887/jp2.v6i1.59624>
- Surjadi, E. V., & Aryanto, B. (2022). Interjection by Commentators in Identity V E-Sports Tournament. *Japanese Research on Linguistics, Literature, and Culture*, 4(2), 104–113. <https://doi.org/10.33633/jr.v4i2.6108>
- Suwito. (1983). Sociolinguistik : Teori dan Problema, Surakarta: Fakultas Sastra Universitas Sebelas Maret.
- Wardhaugh, R (2006). An Introduction to Sociolinguistics Blackwell Textbooks in Linguistics. In *Religion*. <https://doi.org/10.1353/lan.2003.0268>
- Wardhaugh, R (2010). An Introduction to Sociolinguistics, Sixth Edition. *An Introduction to Sociolinguistics, Sixth Edition*, 1–710.