

A Sociolinguistic Study of Code-Mixing on Boy William's Youtube Channel

Studi Sosiolinguistik Campur Kode dalam Channel YouTube Boy William

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Article info

<p>Keywords: <i>Language, YouTube, Code-mixing</i></p>	<p style="text-align: center;">Abstract</p> <p>Language functions as a structured system of conventional vocal symbols utilized for communication. Human beings, being inherently social, reside within communities that are defined by language, culture, and traditions. In contemporary times, many individuals employ multiple languages for communicating with those around them. Sociolinguistics delves into the intersection of language and society, investigating the intricate relationship between the two. An intriguing sociolinguistic phenomenon observed within societies is bilingualism or multilingualism, which signifies proficiency in more than one language by an individual. The objective of this study is to elucidate the patterns, categories, and underlying reasons for code-mixing found in Boy William's YouTube channel. Employing a descriptive qualitative approach, the researchers employed techniques like active listening and note-taking to gather the necessary data. The results reveal that, within a 4.50-minute duration of Boy William's YouTube content, numerous instances of code-mixing manifest in the conversations taking place. It is evident through a comprehensive data analysis, which all point to the code-mixing presence.</p>
<p>Kata kunci: <i>Bahasa, YouTube, Peralihan Kode</i></p>	<p style="text-align: center;">Abstrak</p> <p>Bahasa berfungsi sebagai sistem simbol vokal konvensional yang digunakan untuk berkomunikasi. Manusia sebagai makhluk sosial, hidup dalam komunitas mereka dalam bahasa, budaya, dan tradisi. Saat ini, banyak orang menggunakan lebih dari satu bahasa dalam berkomunikasi dengan orang di sekitar mereka. Sosiolinguistik membahas tentang bahasa dan masyarakat. Artinya, sosiolinguistik mempelajari hubungan antara bahasa dan masyarakat. Salah satu fenomena sosiolinguistik yang terjadi dalam masyarakat adalah bilingual atau multilingual. Bilingualisme dapat diartikan sebagai orang yang menguasai lebih dari satu bahasa. Tujuan dari penelitian ini adalah untuk mengetahui bentuk, tipe, dan penyebab campuran kode di saluran YouTube Boy William. Metode yang digunakan adalah pendekatan deskriptif kualitatif. Teknik pengumpulan data yang digunakan oleh peneliti adalah teknik mendengarkan dan teknik pencatatan. Dari hasil analisis data pada konten YouTube Boy William dengan durasi 4,50 menit, ditemukan bahwa ada banyak campuran kode dalam komunikasi yang dilakukan</p>

dalam percakapan di konten yang dibuat, ini ditunjukkan oleh data yang dianalisis semua termasuk campuran kode. Kesimpulan: dalam konten YouTube ada campuran kode yang digunakan untuk percakapan.

INTRODUCTION

Language constitutes a structured arrangement of conventional auditory symbols employed for communication pursuits. As individuals ingrained within social frameworks, humans coexist in communities bound by linguistic, cultural, and traditional dimensions. Interaction within this context hinges upon linguistic comprehension, enabling individuals to exchange ideas, emotions, and information among peers. This linguistic engagement within the realm of societal existence is a central concern of sociolinguistics, a field of inquiry delving into the intricate interplay between language and the collective societal fabric.

In contemporary times, a significant number of individuals employ multiple languages when interacting with those in their proximity. Sociolinguistics is a domain that delves into the interplay of language within societal contexts. It pertains to the exploration of the intricate nexus between language and the societal matrix. Within this field, one notable sociolinguistic phenomenon observed in society is bilingualism or multilingualism. Bilingualism refers to the mastery of multiple languages by an individual.

As defined by David (2008), the term "Code-Switch" pertains to the practice of interchangeably utilizing two or more languages within an extended discourse, with the shifts occurring at the boundaries of sentences or clauses. Conversely, the concept of "Code-Mixing," as expounded by Hymes (1875), serves as an overarching label encompassing both Code Mixing and Code Switching, signifying the flexible utilization of two or more languages, language variations, or even speech styles. Gumperz (1977: 82) further clarifies that code-mixing involves the incorporation of one language by a speaker while primarily employing another language.

The phenomenon of individuals employing more than one linguistic code, commonly referred to as a language, is recognized as bilingualism or multilingualism (Wardhaugh, 1986: 101). As per Bloomfield (in Rahardi, 2001: 13), bilingualism signifies a state in which a speaker possesses the ability to utilize two languages concurrently. Several previous studies have highlighted the prevalence of code mixing in YouTube channels. A study conducted by Gultom (2021) yielded results indicating the identification of 45 instances of code-switching upon analyzing the video content.

Another study by Sukrisna (2019) involved analyzing the video content and revealed the presence of thirty-four instances of code-mixing, spanning various types and levels. Among the observed code mixes, the highest occurrence pertained to intra-sentential code-mixing, whereas code mixing involving pronunciation changes represented the lowest type. Given the information provided, researchers are inclined to undertake a study regarding the Code-Mixing Patterns on Boy William's YouTube Channel.

METHOD

This study focused on analyzing use of language produced by an Indonesian content creator, specifically on Boy William's channel hosted by Najwa Shihab. Additionally, the channel collection he has amassed is quite extensive. A descriptive qualitative approach was utilized for the research, employing techniques of listening and

note-taking for data collection. Upon analyzing a 4.50-minute segment of Boy William's YouTube content, a substantial occurrence of code-mixing in the conversational exchanges within the generated content was identified. This observation was substantiated through comprehensive data analysis, encompassing instances of code-mixing. The researchers follow a systematic sequence of steps for data analysis, which includes a) Taking notes of compiled data. b) Collecting and categorizing data. c) Thoroughly reading and comprehending the data, while highlighting key terms and concepts within words or actions. d) Analyzing the data based on the specific types of code-switching or code-mixing observed. e) Grouping the data according to the identified types of code-switching or code-mixing. f) Subsequently, classify the data that falls within the code-switching and code-mixing groups. Additionally, examining the factors that underlie the linguistic phenomena and the corresponding functions they serve.

RESULT AND DISCUSSION

Data 1

“Kita mau main *game* ya sama kalian”

Analysis: Data 1 falls under the category of intra-sentential code mixing, specifically in terms of word type. The analysis of the presented data reveals a blending of languages within a sentence. Additionally, Data 1 pertains to the word level of code mixing, referring to the smallest linguistic unit encompassing a morpheme or multiple morphemes.

Data 2

" Gue pernah minum sabun buat bersiin *my other part of my body*"

Analysis: Data 2, as indicated above, corresponds to the category of intra-sentential code-mixing, specifically involving sentence types. From the provided data, it is noticeable that a fusion of languages occurs. Moreover, data 2 also pertains to the clause level of code-mixing, encompassing groups of words featuring subjects and verbs, albeit being smaller than complete sentences.

Data 3

“Gue *Break in* *gmana caranya*”

Analysis: The provided Data 3 corresponds to the category of intra-lexical code-mixing. Intra-lexical code mixing emerges within a conversation when speakers introduce a word boundary into their utterances. In this instance, the first speaker combines the word "break" with "in," while the second speaker utilizes "break-in." Consequently, it can be inferred that the first speaker engages in intra-lexical code mixing at the word level by blending English and Indonesian. This code-mixing is positioned within the Baster level, signifying the combination of two elements to form a unified meaning. The baster form predominantly originates from English.

Data 4

" Kalo gua *break- break* gue sedih. "

The term "repetition word" is used to describe a word that is created through the process of reduplication of words. In the sentence provided, there is an instance of word repetition. In this vein, A "repetition word" refers to a linguistic phenomenon where a word is formed through the repetition or duplication of its components. Based on the context of the sentence provided, there is a clear illustration of this phenomenon. The sentence itself contains a word that has been formed by repeating a specific element within the words. This repetition serves as a linguistic mechanism to convey emphasis, intensity, or even a specific meaning associated with the repeated element.

Data 5

" Kalo ada satu *golden ticket* buat ngabulin permintaan"

Analysis: Data 5, as presented earlier, falls under the category of Intra-sentential Code Mixing. This type involves the blending of different languages within a single sentence. In the specific example provided, there is a clear instance of language mixing within a sentence. This instance also falls within the realm of the Phrase level. Phrases are linguistic units composed of a group of words that lack a subject or verb. The example "golden ticket" serves as a relevant illustration, as it comprises a phrase that lacks both a subject and a verb, yet still holds meaning within the conveyed context.

This conclusion is supported by the research conducted by Gultom (2021), which involved a comprehensive analysis of the video content. In that investigation, the author meticulously examined instances of code-switching and identified a total of 45 data. Within the realm of intra-sentential switching, 17 instances (38%) were detected, indicating a practice of shifting between languages within the same sentence. Inter-sentential switching, which involves changing languages between different sentences, accounted for 15 instances (33%).

Additionally, the study identified 13 instances (29%) of tag switching, where a different language is spoken for specific words or phrases within a sentence. Furthermore, the research delved into instances of code-mixing, uncovering a total of 45 occurrences. Among these, 14 instances (31%) were categorized as insertion, signifying the integration of foreign phrases or words into the language structure. Alternation, where languages are alternated at the clause or sentence level, constituted 16 instances (36%). Notably, 15 instances (33%) were identified as congruent lexicalization, revealing a phenomenon in which the grammatical structures of two languages are harmoniously combined.

CONCLUSION

The output of the data analysis conducted on YouTube content by Boy William, enclosing a duration of 4.50 minutes, revealed intriguing findings. Data 1 was identified as belonging to the word category within the Intra-sentential section of Code Mixing. Upon scrutinizing the data, it is evident that a blend of languages occurs within the sentence. Additionally, Data 1 is categorized under the Word Level of Code Mixing. A "word" serves as the smallest linguistic unit within a language, composed of either a single morpheme or multiple morphemes.

Moving forward, Data 2 pertains to the sentence type within the Intra-sentential segment of Code Mixing. In this instance, a fusion of languages is perceptible. Data 2 is

also classified under the Clause level, denoting a group of words that encloses subjects and verbs yet remains shorter than complete sentences.

Subsequently, Data 3 falls into the category of Intra-lexical code-mixing. Intra Lexical Code-Mixing surfaces in conversations when speakers integrate distinct word boundaries into their utterances. This occurrence of intra-lexical code mixing can be exemplified by the first speaker combining the words "break" and "in," while the second speaker forms the term "break-in." Consequently, it is deducible that the first speaker amalgamates English and Indonesian at the word level, constituting intra-lexical code-mixing. This linguistic phenomenon is situated within the Code-mixing domain and corresponds to the Baster level. Baster denotes the harmonious fusion of two elements, resulting in the creation of a unified meaning.

The "baster form," which predominantly originates from English, is inherently rooted in Data 4. This form finds classification within the code-mixing level known as Repetition Word or Reduplication Word level. Repetition word pertains to a linguistic construct generated through the word reduplication process. A notable example of this can be observed in the repetition of a word within the sentence above. On the other hand, Data 5 is categorized as an instance of the Intra-sentential type of Code Mixing. Within this context, a blending of languages transpires within sentences. This classification aligns with the Phrase level, which denotes groups of words that lack both a subject and a verb in their composition.

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