



## An Analysis of Indonesian – English Code Mixing Used in Youtube by Indonesian Beauty Vlogger Titan Tyra

Ni Putu Nandya Yunita Sari <sup>1\*</sup>, Putu Nur Ayomi <sup>2</sup>, I GA Sri R. Jayantini <sup>3</sup>

<sup>1,2,3</sup> English Study Program Faculty of Foreign Languages, Mahasaraswati Denpasar University, Indonesia

[nandyayunitaa@gmail.com](mailto:nandyayunitaa@gmail.com)<sup>1</sup>, [putu.nur.a@unmas.ac.id](mailto:putu.nur.a@unmas.ac.id)<sup>2</sup>,  
[agung\\_srijayantini@unmas.ac.id](mailto:agung_srijayantini@unmas.ac.id)<sup>3</sup>

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### ABSTRACT

This study concerned Indonesian – English code-mixing in Titan Tyra’s YouTube channel. This thesis aims (1) To find out the types of code-mixing used by Titan Tyra in YouTube channel. (2) To find out the reasons why she used code-mixing on her YouTube channel. The informal method was used to give clear description about the data collection this study uses the theory proposed by Hoffman (1991) to analyze the types and the reasons of the code-mixing. The results of this study show that all types and reasons of code-mixing as proposed by Hoffman (1991) were found: the types are Intra-sentential code-mixing, Intra-lexical code-mixing, and involving a change of pronunciation. The reasons of using code-mixing are talking about a particular topic, interjection, repetition used for clarification, being emphatic about something, and expressing group identity.

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## 1. INTRODUCTION

Language is an essential part of human life. Most importantly, it influences the success of communication. Language is a powerful tool and is primarily used to achieve something that people need in their lives. The relationship between language and society cannot be separated in communication. This study defined the relationship between language and society, that is, sociolinguistics.

Sociolinguistics is the sociology of language (Fishman, 1971). It studies the interaction between these two aspects of human behavior: the social organization of language and behavior. Code mixing usually refers to modifying a sentence or phrase variant or code Meyerhoff, (2006). A well-known phenomenon these days is the trend of the *Anak Jaksel trend*, where people in this city speak with their peers in mixed Indonesian English. It is also spreading to social media. The use of code-mixing is common on social networking.

People today tend to use language through intermingling. Many languages mixing phenomena are around us, and in this case, it is the language combining between Indonesian and English known as the code-mixing phenomenon. Code mixing phenomena can be found especially on social media networking. One of the social media networking that people have enjoyed using lately in Indonesia is YouTube. YouTube in Indonesia is growing fast, particularly for the personal channel account. YouTube has created much access to information and language technology in this era. YouTube could be a tool that people use to share their experiences, share their stories, discuss, exchange information, and do business remotely, making it easier for them without meeting to exchange information with each other. This phenomenon also occurs in Indonesia by a beauty vlogger that is Titan Tyra. In Titan Tyra's video, she often mixes her language between Indonesian and English. Likewise, it also conveys some motivations that may be useful to viewers.

Westenberg (2016) stated that these beauty vloggers had become stars with their respective fans. Not only create content, but beauty vloggers must also have good verbal communication skills to convey their content in an engaging, excellent, and easy way. They often use unique words or phrases, sometimes even produce new words, code-mixing in sentences, and Indonesianizing foreign words. Indirectly, these beauty vloggers influence society in various ways. One of them is the language they use. Today, many young people use new languages or vocabulary that they often hear on beauty vloggers content they like, such as *ges, kuy, tercyduk*, then the use of English or regional languages, slang and so on.

There are many studies about code mixing analysis that has been conducted by researchers, especially in YouTube and television. Sukrisna (2019) analyzed Indonesian YouTuber Atta Halilintar's utterance. He found the utterance that showed the combination of the code mixing types as well as the levels for the use of code-mixing. Another research by Novedo & Linuwih (2018) analyzed code-switching and code-mixing used by Sarah Sechan and Cinta Laura in Sarah Sechan Talk Show. They found in the data that the most frequent use of code-mixing is intra-sentential code-

mixing. They also found that the dominant motivating factors of code-switching are discuss certain topics and to be used as interjections in the sentence.

This research could be compared with those two previous researches that has similarity and differences. The similarity between Sukrisna (2019) research and this research is both using code-mixing and investigating social media networking, especially YouTube. Both of these researches also discuss code-mixing based on Hoffman's theory (1991). The difference is the topic that was analyzed, this research analyzed the reason of code-mixing used, and his research analyzed the levels of code-mixing. The similarity between Novedo's & Linuwih's (2018) research and this research is both using code-mixing and investigating video. The other similarity found is that both analyzed code-mixing types and reason and discussed code-mixing based on Hoffman's theory (1991). However, Novedo's & Linuwih's (2018) also analyzed code-switching and used talk shows as the data source; meanwhile, this study used a video blog.

The researcher is interested in choosing YouTube as an object to collect the data, where there is much code-mixing occurring in every Titan Tyra's video YouTube channel. The objectives of this research are; (1) to analyze the types of Indonesian - English code-mixing used by Indonesian beauty vlogger Titan Tyra on her YouTube channel (2) to find out the reasons underlying the use of Indonesian - English code-mixing used by Indonesian beauty vlogger Titan Tyra on her YouTube channel. The researchers chose Titan Tyra's YouTube channel as the data source in this research because Titan Tyra used many English words in her utterance to convey or describe what she wanted to say, which makes her look more attractive in her video. The researcher hopes that this research will provide readers with helpful and precise information. By analyzing the video, they will better understand the code-mixing phenomenon, and the viewers will be inspired and, of course, receive positive values.

## 2. METHODOLOGY

The data source in this study was taken from Titan Tyra's video blog entitled *JAWABIN PERTANYAAN YANG AKU HINDARIN SELAMA INI! Sambil siap2 bareng spill the tea wkwk* on YouTube. The video was published on December 18, 2019, by Titan Tyra's account with the duration of 14:50 minutes. This video is interesting to be analyzed since it contains many English words and sentences, and there was a lot of code-mixing occurs by the speakers that need to dig in more in this research. The data was collected by observation method, which was conducted in some techniques. Several techniques were done to collect data: (1) Searching and downloading the video entitled *JAWABIN PERTANYAAN YANG AKU HINDARIN SELAMA INI! Sambil siap2 bareng spill the tea wkwk* on YouTube, (2) observing it and understanding every scene of the video. (3) Made the transcription of Titan Tyra's utterances on her video blog. (4) Lastly, classifying the data of types and reasons for code-mixing. Afterward, the researcher analyzed the types and reasons of code-mixing using the theory of Hoffman (1991). Then, the data were analyzed using the descriptive qualitative method. The result of the data was presented in a formal and informal way. In the formal method,

the data were shown in the table to classify the types and reasons for code-mixing. In the informal method, the data were presented in the form of a description by using words and sentences.

### 3. RESULTS AND DISCUSSION

#### Results

According to the analysis result, there are ten data found on Titan Tyra's video YouTube channel. Those are the types of Intra-sentential code-mixing, Intra-lexical code-mixing and Involving a change of pronunciation of code-mixing. The motivating reasons for code-mixing are talking about a particular topic, interjection, being emphatic about something, repetition used for clarification, and the last is expressing group identity.

#### The Classification of Types of Code Mixing

No	Types of Code Mixing	
<b>Intra-sentential Code Mixing</b>		
1	Katana kalo udah dikecilin rahangnya, nanti kulitnya tuh bakalan jadi <i>saggy</i> .	<b>Word</b>
2	<i>Anyway</i> , aku mau tunjukin ini rambut aku oke banget ga sih.	
3	Aku pernah ngelakuin <i>beauty procedures</i> yang kayak tadi aku bilang.	<b>Phrase</b>
4	Karena ini untuk <i>strong and thick</i> . Untuk rambut kuat dan lebat.	
5	Karena diantara kita tuh gak ada rahasia sama sekali. Jadi, <i>we already fully discussed when we're getting married</i> .	<b>Clause</b>
6	Pertanyaan kedua adalah <i>what is my insecurity?</i>	
<b>Intra-lexical Code Mixing</b>		
7	Waktu aku udah sekaya dan <i>se-famous</i> Jeffree Star.	<b>Prefix</b>
8	Mungkin banyak banget yang berasa, aku tuh suka <i>spending-nya</i> tuh tinggi.	<b>Suffix</b>
<b>Involving a Change of Pronunciation</b>		
9	Dan juga <i>transfer</i> duit ke papa mama perbulan.	<b>Word</b>

10 Jadi dia itu bukan operasi, karena dia itu gak *permanent*.

### The Classification of Reasons of Code Mixing

No	Reasons of Code Mixing	
1	Aku pernah ngelakuin <i>beauty procedures</i> yang kayak tadi aku bilang.	Talking about a particular topic
2	Karena diantara kita tuh gak ada rahasia sama sekali. Jadi, <i>we already fully discussed when we're getting married</i> .	
3	Pertanyaan kedua adalah <i>what is my insecurity?</i>	
4	Dan juga <i>transfer</i> duit ke papa mama perbulan.	
5	Jadi dia itu bukan operasi, karena dia itu gak <i>permanent</i> .	
6	Nanti kulitnya tuh bakalan jadi <i>saggy</i> .	Being emphatic about something.
7	Mungkin banyak banget yang berasa, aku tuh suka <i>spending-nya</i> tuh tinggi.	
8	<i>Anyway</i> , aku mau tunjukkan ini rambut aku oke banget ga sih.	Interjection
9	Karena ini untuk <i>strong and thick</i> . Untuk rambut kuat dan lebat.	Repetition used for Clarification
10	Waktu aku udah sekaya dan <i>se-famous</i> Jeffree Star.	Expressing group identity

## Discussion

This part explains the data that classified on the table above. There are ten data obtained from the classification table about types and reasons of code-mixing presented in this part.

## Intra-sentential Code Mixing and Its Reasons

### 1) Word

The word is the smallest element in language that can be spoken or written and realizes the unity of feelings or thoughts used in language. Through Titan Tyra's video

blog, the researcher found two data in the word forms in Intra-sentential type of code-mixing.

### Data 1

*Katanya kalo udah dikecilin rahangnya, nanti kulitnya tuh bakalan jadi saggy.*

(If you are taken the procedures to make your jaw smaller, your skin will get saggy).

(10:21 – 10:25)

The utterance above came out in Titan Tyra's video blog at 10:23 – 10:25 minutes. The dominant language is Indonesian, but here Titan Tyra inserted an English word *saggy* in her last utterance. In Indonesian language *saggy* means *kendor*. She was talking about jawline surgery and then code-mixing occurred in her last utterance. Based on the Hoffman (1991) theory of code-mixing, Titan Tyra did code-mixing in Intra-sentential code-mixing, because she mixed her language in the sentence boundary. Based on Hoffman's (1991) theory, the reason Titan Tyra used code-mixing in her utterance because she was being empathic about something. She talked about jawline surgery that makes skin will get *saggy*, she also gave an advice to the viewers for not take jawline surgery because it has a high risk. It can be seen from the way she said *saggy*, shown that she was being empathic about something.

### Data 2

*Anyway, aku mau tunjukkan ini rambut aku oke banget ga sih.*

(Anyway, I want to show you guys, my hair is on point).

(14:15 – 14:17)

Based on the data above, the code-mixing appears first in her utterance. It appears at 14:15 – 14:17 minutes on Titan Tyra's video YouTube channel. It can be seen she mixed the language with English. *Anyway* in Indonesian means *omong-omong*. She inserted English word when she talked about her hair, it means she feels convenient using English instead of saying *omong-omong*. Based on Hoffman's (1991) theory, she did Intra-sentential code-mixing, because she mixed her language in the sentence boundary. Based on the utterance above, Titan Tyra present kind of Interjection, it can be seen Titan Tyra inserted an English word *anyway* in her first utterance. Interjection itself is inserting sentence filler or connector. The way she delivers the utterance kind of excited and it is appear naturally. The word *anyway* itself has an interpersonal function in communication, which act to disengage the hearer from the previous topic of conversation (Ayomi, 2021a, 2021b).

## 2) Phrase

Phrase is a combination or grouping of two or more words but cannot form an ideal sentence because it does not have a predicate. Based on Titan Tyra's video YouTube channel, the researcher found two data in the form of phrase in Intra-sentential code-mixing.

### Data 3

*Aku pernah ngelakuin **beauty procedures** yang kayak tadi aku bilang.*

(I did some beauty procedures, like I mentioned before)

(9:17 – 9:20)

The mixing above came out in Titan Tyra's video YouTube channel at 9:17 – 9:20 minutes. It can be seen from the data that Titan Tyra inserted an English phrase *beauty procedures* in the middle of her utterance. Based on Hoffman's (1991) theory, the code-mixing that Titan Tyra did is included in the types of Intra-sentential code-mixing, because the language mixing in the form of phrase. She mixed her language in a sentence boundary. The reason she used code-mixing in this situation because, she talk about a particular topic. The particular topic here is *beauty procedures*. She used English phrase instead of saying *beauty procedures* in Indonesian. *Beauty procedures* itself means *prosedur kecantikan*. It can be seen that she feels more convenient in expressing her feelings in English code-mixing.

### Data 4

*Karena ini untuk **strong and thick**. Untuk rambut kuat dan lebat.*

(Because this series are intended for strong and thick. For strong and thick hair).

(6:35 – 6:39)

In this situation, Titan Tyra did Intra-sentential code-mixing based on Hoffman's (1991) theory. The utterance came out at 6:35 – 6:39 in Titan Tyra's video YouTube channel. She mixed her language with an English phrase in the middle of her utterance. Based on the utterance above, Titan Tyra makes a repetition for phrase *strong and thick*. This phrase categorized to repetition used for clarification based on Hoffman's (1991) theory about reasons of code-mixing, because repetition here has a purpose to make sure that all the readers can get point of that sentence. She repeated *strong and thick* in Indonesian, she said *untuk rambut kuat dan lebat*. The data occurs when Titan Tyra talked about hair product.

### 3) Clause

Clause is a language unit that consists of at least a Subject and a Predicate. A clause can stand alone as a sentence or become a part of sentence in a complex sentence. The researcher found two data in the forms of sentence in the types of intra-sentential code-mixing based on Titan Tyra's video YouTube channel.

#### Data 5

*Karena diantara kita tuh gak ada rahasia sama sekali. Jadi, we already fully discussed when we're getting married.*

(Because we literally have no secrets between us whatsoever, so we already fully discussed when we're getting married).

(1:22 – 1:27)

The utterance *we already fully discussed when we're getting married* turned up in Titan Tyra's utterance at 1:22 – 1:27 minutes. She mixed her official language with foreign language it is English. The code-mixing that she did is actually in a complete clause. So, in the types of code-mixing, it includes in Intra-sentential code-mixing, since the utterance that is classified as Intra-sentential of code-mixing in the sentence boundary. In the situation above, it can be seen that Titan Tyra inserted a foreign clause which is English in her last utterance. She used English to talk about her marriage because she can express her emotions and feelings. In this case, the reason that Titan Tyra used code-mixing in her utterance is included to Hoffman's (1991) theory, talking about a particular topic. Because, in that utterance she focused to talk about her marriage and also, she told the viewers that she and her boyfriend Gaius have discussed about them getting married seriously.

#### Data 6

*Pertanyaan kedua adalah what is my insecurity?*

(The second question, what is my insecurity?)

(3:10 – 3:12)

The mixing which done by Titan Tyra in her utterance is in the form of sentence. She said *what is my insecurity?* at 3:10 – 3:12 minutes. Titan Tyra inserted the English clause, which become the Object of the sentence in her dominant language which is Indonesian language. From the mixing that Titan Tyra did, it can be concluded that *what is my insecurity?* can be classified as Intra-sentential code-mixing based on Hoffman's (1991) theory, because that statement included within sentence boundary. Based on the situation above, it functions to talk about a particular topic. It can be seen that in the last of her utterance, she inserted an English sentence. In this case, Titan Tyra focused on told the viewers about the second question that often asked to her.



She would answer her insecurity through this video YouTube channel. The way she talked about the second question make the viewers curious about her insecurity.

### Intra-lexical Code Mixing and Its Reasons

#### Data 7

*Waktu aku udah sekaya dan se-famous Jeffree Star.*

(When, I am as rich and as famous as Jeffree Star).

(12:02 – 12:05)

The utterance above shows that Titan Tyra gave the Indonesian affixation *se-* on English word *famous*. The structure is *se-* as prefix and *famous* as word. It becomes intra-lexical code-mixing *se-famous* because, she inserted an Indonesian affixation into a word boundary. In Indonesian language, the meaning of *se-famous* is *as famous as*. The word of *se-famous* is indicated as Intra-lexical code-mixing based on Hoffman's (1991) theory. It appeared on Titan Tyra's utterance at 12:02 – 12:05 minutes. Based on Hoffman's (1991) theory, the situation above expresses a group identity. She mixed the word *famous* with prefix *se-* in her utterance. The group identity here that she told the viewers is about Jeffree Star. Here, Jeffree Star is an American YouTuber, entrepreneur, make-up artist and former singer-songwriter.

#### Data 8

*Mungkin banyak banget yang berasa aku tuh suka spending-nya tuh tinggi.*

(Maybe a lot of you feel that I spend a lot of money)

(10:57 – 11:00)

Based on the data above, Titan Tyra inserted an Indonesian affixation *-nya* on foreign word *spending*. The structure is *spending* as word and *-nya* as suffix. In Indonesian language, *spending-nya* is *pengeluaran-nya*. The word of *spending-nya* is indicated as Intra-lexical code-mixing based on Hoffman's (1991) theory, because Titan Tyra inserted an Indonesian affixation in a word boundary. That code-mixing appeared at 10:57 – 11:00 minutes in Titan Tyra's video YouTube channel. In this context, affix *-nya* in the Indonesian language is to give emphasis to the word, therefore the reason of the code-mixing above is being emphatic about something. The focus here is about her spending, that the viewers curious about. The way she talked using English makes more attraction to the viewers.

### Involving a Change of Pronunciation and Its Reason

#### Data 9

*Dan juga transfer duit ke papa mama perbulan.*

(And also, to transfer money to Dad and Mom each month).

(11:26 – 11:28)

In this data, kind of code-mixing occurs is at the phonological level, which in the word *transfer* [træns'fɜ:r] that modified in to word *transfer* [transfêr] in Indonesian language. It can be seen that the pronunciation has been changed following Indonesian phonological. That code-mixing appeared on her video YouTube channel at 11:26 – 11:28 minutes. The reason for this code-mixing based on Hoffman's (1991) theory is talking about particular topic, because Titan focused on explaining to the viewers, about she also, *transfer* money to her parents. The focus here is *transfer*. That code-mixing occurs when Titan Tyra talks about her income.

#### Data 10

*Jadi dia itu bukan operasi, karena dia itu gak permanent.*

(Its nonsurgical procedure, as it is not permanent).

(9:36 – 9:39)

The utterance above came out at 9:36 – 9:39 minutes in Titan Tyra's video YouTube channel. Kind of code-mixing that used by Titan Tyra is the phonological level. This data occurs when Titan talked about surgery and beauty procedures. In this data the word *permanent* ['pɜ:rmənənt] that modified into word *permanent* [pêrmanèn] in Indonesian language. It can be seen that the pronunciation has been changed following Indonesian phonological. Based on the theory of Hoffman (1991) the reason Titan Tyra used code-mixing is talks about a particular topic. By saying this word, she gets more comfortable to express her feeling to the viewers.

#### 4. CONCLUSION

Based on the result and discussion above, code-mixing is often used by Indonesian beauty vloggers namely Titan Tyra on her video YouTube channel. Intra-sentential code-mixing and talking about particular topic is frequently occurs in her video YouTube channel entitled *JAWABIN PERTANYAAN YANG AKU HINDARIN SELAMA INI! Sambil siap2 bareng spill the tea wkwk*. The researcher found three types of code-mixing and the dominant types found is intra-sentential code-mixing and the rest of the types also found there are Intra-lexical code-mixing and involving a change of pronunciation. The researcher also found six reasons the used of code-mixing, the dominant reasons is talking about particular topic and the rest of the reasons are interjection, repetition used for clarification, being emphatic about something, and expressing group identity. This study can be used as a reference for future research about similar topic the used of code-mixing in social media networking especially YouTube.

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