

CODE-MIXING PRODUCED BY CINTA LAURA IN

DANIEL MANANTA'S YOUTUBE CHANNEL

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Abstrak

Penelitian ini berfokus pada code-mixing karena peneliti tertarik pada bagaimana penutur menggunakan code-mixing untuk mengekspresikan keragaman budaya dan bahasa dalam percakapan sehari-hari. Penelitian ini bertujuan untuk mengidentifikasi jenis-jenis dan mendeskripsikan fungsi code-mixing yang dilakukan oleh Cinta Laura di YouTube channel Daniel Mananta. Kemudian, dengan menganalisis jenis dan fungsi code-mixing yang digunakan, peneliti dapat memahami bagaimana strategi linguistik ini digunakan untuk memenuhi tujuan komunikatif yang berbeda. Dalam hal ini, peneliti menggunakan metode penelitian kualitatif. Instrumen dalam penelitian ini adalah peneliti sebagai instrumen pertama, video sebagai instrumen kedua, dan tabel. Hasil dari penelitian ini berdasarkan teori Muysken, berdasarkan teori tersebut tipe-tipenya adalah Insertion, Alternation, Congruent Lexicalization, dan fungsinya adalah Identity Marking, Strategy of Neutrality, Stylistic Function, and Socio-Expressive. Dari hasil analisis, terdapat total 82 tipe code-mixing dan 106 fungsi code-mixing. Rincian dan persentase tipe adalah 50 (60%) Insertion, 15 (19%) Alternation, dan 17 (21%) Congruent Lexicalization dan fungsinya adalah 28 (26%) Identity Marking, 21 (22%) Strategy of Neutrality, 40 (38%) Stylistic function, dan 15 (14%) Socio-Expressive.

Kata Kunci: Cinta Laura, Code-Mixing, Daniel Mananta's YouTube Channel

Abstract

This research focuses on code-mixing because the researcher is interested in how speakers use code-mixing to express cultural and linguistic diversity in daily conversations. The aims of this research are to identify the types and to describe the function of code-mixing by Cinta Laura in Daniel Mananta's YouTube channel. Then, by analyzing the types and functions of code-mixing used, the researcher can understand how these linguistic strategies were used to meet different communicative purposes. In this, the researcher uses the qualitative research method. The instruments in this research are the researcher as first instrument, the video as the second instrument, and the table. The result of this research are based on Muysken theory, based on the theory the types are Insertion, Alternation, Congruent Lexicalization, and the function are Identity Marking, Strategy of Neutrality, Stylistic Function, and Socio-Expressive. In the result of the analysis, there are total 82 of types of code-mixing, and 106 of function of code-mixing. The detail and percentage of types are 50 (60%) Insertion, 15 (19%) Alternation, and 17 (21%) Congruent Lexicalization, and function are 28 (26%) Identity Marking, 21 (22%) Strategy of Neutrality, 40 (38%) Stylistic function, and 15 (14%) Socio-Expressive.

Keywords: Cinta Laura. Code-Mixing, Daniel Mananta's YouTube Channel

INTRODUCTION

As social beings, society can unwittingly judge several factors such as the background and character of our interlocutors based solely on their language, dialect, or even word choice. Wolfram (1969) states “It is often shocking to realize how extensively we may judge a person’s background, character, and intentions based simply upon the person’s language, dialect, or, in some instances, even the choice of a single word.”. Therefore society need the science of sociolinguistics.

Sociolinguistics is also a branch of science that studies the relationship between language and society, where society is humans who communicate using language. Sociolinguistics is the study of the interaction between language and society (Holmes, 2022). This understanding is essential for understanding the complex dynamics of human communication and the role of language in shaping social relationships and cultural identity.

In sociolinguistics, there is code-mixing which involves the use of two or more languages in one sentence. Each speaker will have a different choice of words in using the code-mixing. The cause of the limited code-mixing is due to speakers’ habits, goals, and abilities of

speakers in using two or more languages. This is supported by Khatimah’s statement (2023) that the factors causing code-mixing are limited code use, habits, functions, and purposes, as well as factors of speakers’ ability to use two or more languages. The differences in habits, goals, and abilities can affect the difference in words in using code-mixing. Language usually occur because they are related to the characteristics of the speaker, such as the social identity of the speaker, background, as well as education (Doko, Diana, & Lawa, 2021).

Code-mixing is a linguistic phenomenon where a speaker alternates between two or more languages, dialects, or language registers within a single conversation or sentence. The term was first introduced by the linguist Uriel Weinreich in 1953. Weinreich suggested that bilingual individuals possess two separate linguistic varieties, which they ideally employ on separate occasions. Code-mixing is a prevalent linguistic phenomenon observed globally, involving the mixing of two or more languages within speech or written communication.

The aims of this research are to identify the types and to describe the function of code-mixing by Cinta Laura in

Daniel Mananta's YouTube channel. This research focuses on code-mixing because the researcher is interested in how speakers use code-mixing to express cultural and linguistic diversity in daily conversations. Then, by analyzing the types and functions of code-mixing used, the researcher can understand how these linguistic strategies were used to meet different communicative purposes. As well as the results of this study can be used in learning activities to help teachers facilitate learning, and manage the class into more accessible and enjoyable learning for students because it allows them to understand the lesson more easily.

The reason why the researcher focuses on Cinta Laura is because Cinta Laura is a linguistic phenomenon that often uses code-mixing daily. As far as the researcher knows, Cinta Laura is a figure who is synonymous with a unique language style and the researcher considers it very interesting to study, therefore choosing Cinta Laura as the subject of this study. Cinta Laura used code-mixing in her songs, conversations in television shows, and also podcasts on YouTube channels. Based on that, a lot of people recognize the different ways Cinta Laura speaks and bilingual person. Cinta Laura has the ability to speak two languages, Indonesian and English. The use of two languages is called

bilingualism (Murtadho, Hapipah, & Sitohang, 2023).

The factor that Cinta Laura produces code-mixing is from her family from Germany, more precisely her father named Michael Kiehl, while her mother is from Indonesia. Cinta Laura growth in a family that introduced her English language and culture (Elmahida, Islamiati, & Sartika, 2023). Another reason is that Cinta Laura was educated in an international school and often moved between schools. As reviewed by Novia (2020), "Because I used to always move around, I always went to an international school and certainly, if it is an international school, it must be English," said Cinta Laura.

The scope of this study is to analyze Cinta Laura and Daniel Mananta's conversation in Daniel Mananta Network's YouTube channel that uses code-mixing as presented in this study. This analysis is limited to the use of code-mixing from a video on that channel because the researcher sees that Cinta Laura can represent the researcher's research who uses code-mixing daily will be analyzed for its function and types.

Assumptions are beliefs that underlie an activity (Rukminingsih, Adnan, & Latief, 2020). There for the researcher assumed that the results of this study can

identify certain types and functions produced by Cinta Laura in that channel, such as to explain, inform, honor, or as a language-unifying communication tool in a certain context, and are useful for the development of science and its application in education. Thus, these assumptions become the foundation for researching code-mixing in learning.

Code-Mixing

Code-mixing is akin to the switching of codes between turns or utterances, (Muysken, 2000). Code-mixing involves the transfer of linguistic elements from one language into another: a sentence begins in one language, and then makes use of words or grammatical features belonging to another. (Crystal, 2008 in Ikhsani. 2012).

In summary, code-mixing is a linguistic phenomenon where a speaker alternates between two or more languages, dialects, or language registers within a single conversation or sentence. It involves the transfer of linguistic elements from one language into another.

The following is an example of code-mixing:

A: “Hai, **how are you?** Sudah makan?”
(Hi, how are you? Have you eaten?)

B: “**I’m good**, terima kasih.

I baru saja lunch.”

(I’m good, thank you. I just had lunch.)

From the example above can be identified that code-mixing is a phenomenon where a speaker alternates between two languages within a single conversation or sentence.

Muysken (2000), states that code-mixing is akin to the switching of codes between turns or utterances. He also divides code-mixing into three types, there are Insertion, Alternation, and Congruent lexicalization. These three types have different explanations and definitions in the view of bilingual settings. In this research using Muysken theory to analyze the data.

Insertion, as defined by Muysken (2000), is the incorporation of material (lexical items or entire constituents) from one language into a structure from another language. This type of code-mixing involves embedding, where a lexical item or phrase from one language is inserted into an overall structure of another language.

“*Aku suka baca komik **than** novel*”

(I love reading comics more than novels)

Alternation, as explained by Muysken (2000), is a type of code-mixing that involves a switch from one language to the other, involving both grammar and lexicon. In alternation, there is no reason to

assume that the structures from one language are embedded in the structures of the other language or vice versa. Instead, the switch occurs between utterances in a turn or between turns.

“Body shaming itu ga bagus loh”

(Body shaming is not good)

Congruent lexicalization, as described by Muysken (2000), is the combination of items from different lexical inventories into a shared grammatical structure. This type of code-mixing involves the sharing of a grammatical structure by two languages, where both languages contribute to the structure of the sentence.

“Makanan itu terlihat enak, but I’m fasting today” (That food looks delicious, but I’m fasting today)

Code-mixing serves various functions in bilingual communication. Code-mixing can also be used as a developmental stage in bilingual language acquisition, where people mix elements of more than one language. According to Muysken (2000), code-mixing can be used for identity marking, the strategy of neutrality, stylistic function, and socio-expressive purposes.

Identity marking refers to the use of code-mixing to signal a particular social identity or group membership. Identity

marking is a way in which individuals or groups use language to construct and express their identities. The concept of identity marking can be exemplified by conveying one’s role in the family, hobbies, background, and physical characteristics.

“My hobby is baca buku”

(My hobby is reading books)

The strategy of neutrality refers to the use of code-mixing to avoid taking sides or to remain neutral in a conversation. Muysken (2000) discusses the strategy of neutrality” in the context of code-mixing where neutrality is achieved by using both languages without favoring one over the other. The concept of neutrality in code-mixing is related to how speakers navigate the use of multiple languages to achieve a sense of balance or impartiality.

“Aku punya three apples”

(I have three apples)

Stylistic function refers to the use of code-mixing for aesthetic or artistic purposes, such as in poetry or song lyrics. The term “stylistic function” as used by Muysken (2000) in the context of code-mixing refers to the role of code-mixing in contributing to the stylistic variety and expressive range of language use. This can include the use of code-mixing for rhetorical purposes, to convey emotions, or

to create a particular tone or register in discourse.

“Kau looking to My eyes”

(You looking into my eyes)

Socio-expressive function refers to the use of code-mixing to express emotions, attitudes, or social relationships between speakers. Based on Muysken (2000), socio-expressive highlights the role of language alternation in expressing social identity, solidarity, or emotional attitudes.

“Hai, Apa kabar? Long time no see!”

(Hi, how are you? Long time no see!)

Cinta Laura is an Indonesian actress who is known for her iconic way of speaking. Cinta Laura often involves code-mixing between Indonesian and English languages when speaking. Her pronunciation when speaking Indonesian is affected by an English accent, so it sounds like she is speaking English even though she is speaking Indonesian. This iconic language style has attracted a lot of attention, resulting in various opinions and reactions that Cinta Laura has received. Regardless, Cinta Laura's code-mixing shows a blend of languages that reflects her multicultural background, having grown up in Germany and then living in Indonesia, where Cinta Laura pursues a career that requires her to use Indonesian. As stated by D, Santi (2008), Cinta's father is

German, mom Indonesian. They used to live abroad until they settled in Indonesia when she was 7 years old, where she went to Jakarta International School.

Cinta Laura's career has been chartered with a series of significant achievements and accomplishments. Began from being a model, actress, singer, and actively involved in social activities. Cinta Laura's career features a blend of talent, versatility, and dedication that has propelled her to success in various aspects of the industry. It is no wonder that many television shows and even YouTubers have invited Cinta Laura to share her story.

The previous studies of this research have similarities with code-mixing, the first is research by Bonita (2021), An Analysis of Code Mixing Found in Cinta Laura Kiehl's Video YouTube Channel. In this study, Bonita found that the types of code-mixing in Cinta Laura Kiehl's video YouTube channel are Intra-sential, and Intra-Lexical and involve changes. The similarity of this research is Cinta Laura as the subject, the source comes from YouTube and identifies the types, the difference is the objective which identifies the reasons for code-mixing, while the researcher is looking the function of the code-mixing produced by Cinta Laura.

The second research is by Hutriani (2019) with the title Indonesian-English

Code Mixing used by The Presenters of Break Out Music Program. In this research, Hutriani found the types of code-mixing are insertion, alternation, and congruent lexicalization and the function of code-mixing. The similarity in this research is discusses the same objective of this research there are types and functions of code-mixing, the difference in this research is the subject which is Boy William and Sheila Dara, while the researcher took Cinta Laura as the subject of the research.

Next research is by Kahfi (2018), with the title Code Mixing Used by the Teachers in Teaching English at SMKT Somba Opu. In that research, Kahfi found three types of code-mixing there are insertion, alternation and congruent lexicalization. The similarity in this research is to find out the types of code-mixing, the difference in this research is the subject which the teachers at SMKT Somba Opu and the reason of teachers using code-mixing.

Research Method

In this, the researcher was use to employ the qualitative research method. Qualitative research is a method of inquiry that focuses on understanding and interpreting non-numerical data to gain insights into concepts, opinions, or experiences (Bhandari, 2023). It involved being collected and analyzed data such as

text, video, or audio to provide an in-depth understanding of social phenomena within their natural setting. Qualitative research methods included approaches such as grounded theory, ethnography, narrative research, phenomenological research, and case study.

The subject of this study was the utterances produced by Cinta Laura in a video on Daniel Mananta Network's YouTube Channel. Because Cinta Laura is using code-mixing daily the researcher wants to analyze the types and the functions of code-mixing from Cinta Laura's utterances.

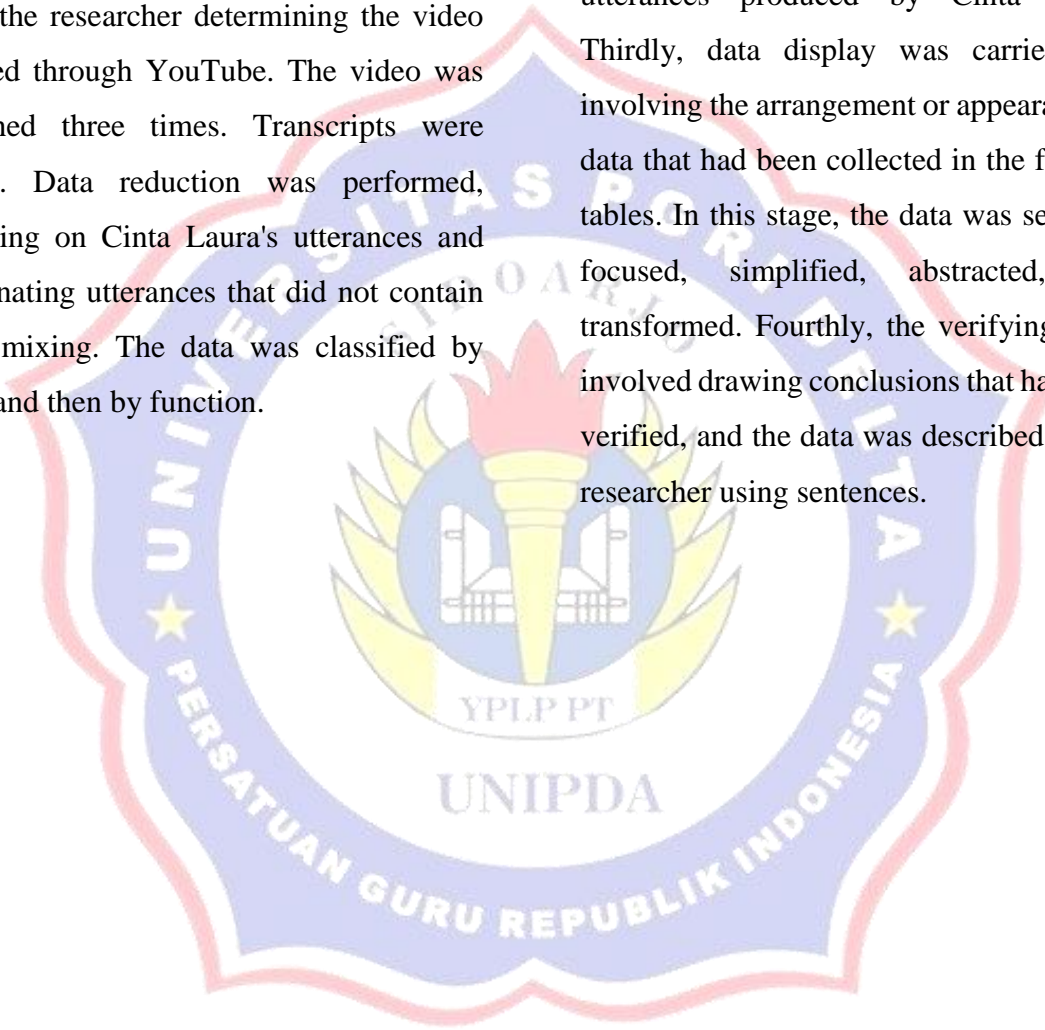
The utterance produced by Cinta Laura in a video on Daniel Mananta Network's YouTube Channel was the subject of this study. Cinta Laura's daily use of code-mixing led to the analysis of the types and functions of code-mixing from her utterances being conducted.

Apart from the researcher as the primary instrument, the video on YouTube was the second instrument used. The document used in this research was analyzed directly by the researcher, who examined the video on YouTube. The third instrument used was the tables for the researcher's analysis of the data, which the researcher conducted.

Data collection was a very important thing in the research because it can determine the result of the research. The data used in this research was Cinta Laura's utterances that contain code-mixing.

The data collection procedure began with the researcher determining the video needed through YouTube. The video was watched three times. Transcripts were made. Data reduction was performed, focusing on Cinta Laura's utterances and eliminating utterances that did not contain code-mixing. The data was classified by type and then by function.

The data was processed using Miles and Huberman's (1994) methods, which include data collection, data reduction, data display, and verifying. Firstly, data collection was explained above. Secondly, data reduction was performed by selecting and summarizing or paraphrasing from utterances produced by Cinta Laura. Thirdly, data display was carried out, involving the arrangement or appearance of data that had been collected in the form of tables. In this stage, the data was selected, focused, simplified, abstracted, and transformed. Fourthly, the verifying stage involved drawing conclusions that had to be verified, and the data was described by the researcher using sentences.



Types of Code-Mixing

NO	UTTERANCE	IN	AL	CL
1.	But you know saat aku mulai karir aku	√		
2.				
3.				
Etc.				

Note: IN: Insertion, AL: Alternation, CL: Congruent Lexicalization

Functions of Code-Mixing

NO	UTTERANCE	IM	SN	SF	SE
1.	jadi itu that was my line and in one on my sinetrons.	√			
2.					
3.					
Etc.					

Note:

IM: Identity Marking, SN: Strategy of Neutrality, SF: Stylistic Function, SE: Socio-Expressive

Result and Discussion

In this chapter, the researcher will present all the data that the researcher found from the code-mixing utterances produced by Cinta Laura. The researcher has found the results from calculating and analyzing the types and functions of code-mixing on Cinta Laura's utterance. The researcher found 82 types from 50 Insertions, 15 Alternations, and 17 Congruent lexicalizations in the types of code-mixing (see in Appendix I) and 106 functions from 28 Identity Markings, 23 Strategy of Neutralitys, 40 Stylic Functions, and 15

Socio-Expressive in the functions of code-mixing (see in Appendix II) in Cinta Laura's utterance. However, from the results of the analysis not all utterances spoken by Cinta Laura have the function of code-mixing.

After evaluating, the reseacher can be concluded that: First, the researcher finds the types of code-mixing used theory from Muysken (2000), there are Insertion (60%), Altenation (19%), and Congruent Lexicalization (21%) finds on Cinta Laura's utterance in Daniel Mananta's YouTube Channel. In the type of Insertion

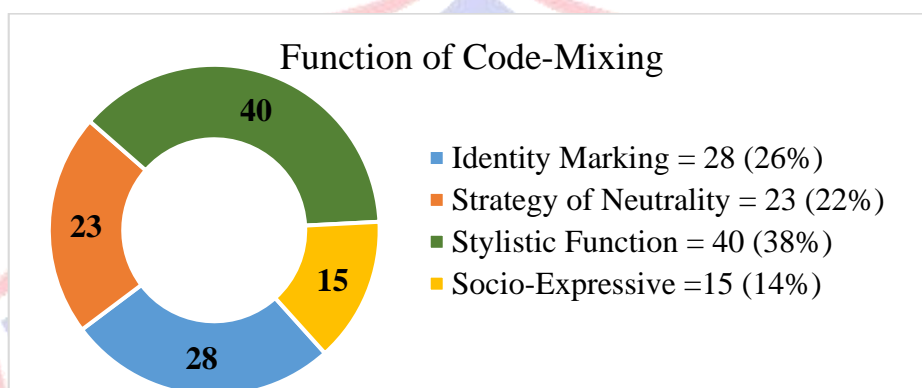
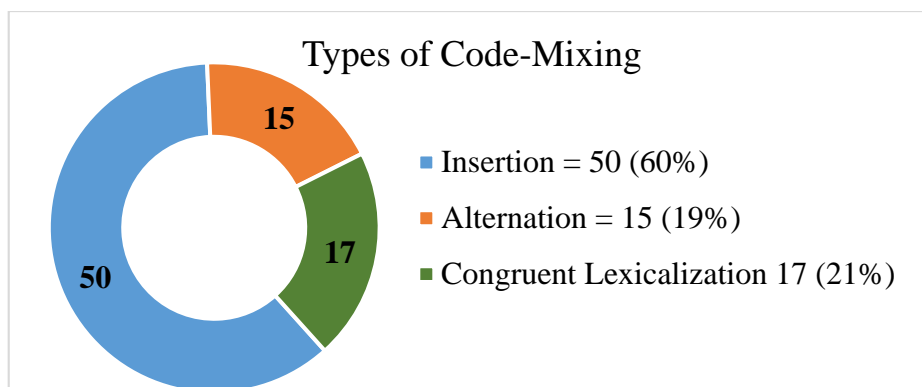
code-mixing is using English word in some utterance are finds. In the Alternation code-mixing type, the use of English clauses was found slightly. In the Congruent Lexicalization code-mixing type, few words and phrases were found in one utterance. From that three types of code-mixing, Insertion are more often used than Alternation and Congruent Lexicalization in Cinta Laura's utterance in Daniel Mananta's YouTube channel.

The second statement of problem the researcher determined the function of code-mixing based on Muysken's (2000) theory. The theory state that code-mixing has four function, Identity Marking, Strategy of Neutrality, Stylistic Function and Socio-Expressive. So based on the function of code-mixing can be found Identity Marking (26%), Strategy of Neutrality (23%), Stylistic Function (40%) and Socio-Expressive (14%). From the percentage, can be said that Stylistic Function is functions that often delivered by Cinta Laura. However, in this study we only found 65 out of 82 utterances that have the function of code-mixing.

After explaining the dominance of each type and function of code-mixing, this research also has advantages compared to previous study in chapter two. The theory used in this previous study is different from the theory used in this research. The use of

Muysken's theory in this research is still relevant to use because the data indicated in each type and function of code-mixing. In addition, this research uses utterances from a figure who is synonymous with a unique language style, that is Cinta Laura to be researched. This research also showed different result from previous studies, namely the identity of types and the definition of function of code-mixing by Cinta Laura in Daniel Mananta's YouTube channel. This research has important implications, being able to determine the use of language by bilingual speakers used by Cinta Laura.

Based on reseach outcome about previous conclusion, the researcher give a few suggestions. For teachers and lecturers, the data from this research can be used for learning and used as an example for making questions so that it can enrich the vocabulary of students. For students, the researcher did not discuss the entire data, so it is recommended that students can determine the type and function of the Appendix or what has been discussed. For other researchers, In this research, the researchers did not discuss techniques for identifying and analyzing data in detail, so other researchers are to find their own techniques.



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