

**CODE MIXING ON YOUTUBE CHANNEL *THE CONNELL TWINS* :
A SOCIOLINGUISTICS PERSPECTIVE**



**Submitted as a Partial Fulfillment of the Requirements for Getting Bachelor Degree of
Education in English Department**

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Surakarta, February 2020

The Researcher

A handwritten signature in black ink, appearing to be 'Nindya Destriana Putri', written over a horizontal line.

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CAMPUR KODE DI YOUTUBE CHANNEL *THE CONNELL TWINS*: SEBUAH PERSPEKTIF SOSIOLINGUISTIK

Abstrak

Penelitian ini bertujuan (1) untuk menemukan tipe dari campur kode dalam video “Everday Makeup Routine” dan (2) untuk menjelaskan alasan pembicara menggunakan campur kode dalam video “Everday Makeup Routine”. Penelitian ini adalah Kualitatif, dengan data yang diambil dari video salah satu channel YouTube The Connell Twins yang diupload pada tanggal 9 Juli 2019 dengan judul “Everday Makeup Routine”. Penelitian ini menggunakan teknik dokumentasi dan observasi untuk mengumpulkan data. Dalam menganalisis data, peneliti menggunakan teori dari Hoffman (dalam Novarita, 2019) untuk menyajikan tipe campur kode dan alasan menggunakan campur kode. Hasilnya (1) peneliti menemukan 22 data yang terdiri dari 21 tipe Intra-sentential dan 1 tipe Intra-lexical. Tipe yang paling dominant adalah Intra-sentential karena pembicara lebih suka memasukan kata Inggris dengan bentuk kata atau frasa (2) dan peneliti juga menemukan 4 alasan pembicara menggunakan campur kode yaitu, 14 data untuk Berbicara tentang topik tertentu, 4 data untuk Pengulangan klarifikasi, 2 data untuk Bersikap tegas terhadap sesuatu, 2 data Untuk mengekspresikan identitas. Berbicara tentang topik tertentu adalah alasan paling dominan menggunakan pencampuran kode karena pembicara menginginkan para penonton lebih familiar dengan bahasa yang digunakan.

Kata Kunci: sosiolinguistik, campur kode, social context, youtube.

Abstract

This study aims (1) to find out the types of code mixing used on video “Everyday Makeup Routine” and (2) to explain the reasons of the speaker in using code mixing on video “Everyday Makeup Routine”. This research is qualitative with data taken from one of video The Connell Twins YouTube Channel uploaded on July, 9 2019 with entitled “Everyday Makeup Routine”. This study uses documentation and observation techniques to collect data. In analyzing the data, the researcher used theory of Hoffman(1991) to present types and reasons for using code mixing. As a results, (1) researcher found 22 data consisting of 21 Intra-sentential types and 1 Intra-lexical type. The dominant type is Intra-sentential because the speakers prefer to insert English words or phrase (2) and the researcher also found 4 reasons for the speaker to use code mixing namely, 14 data to talk about particular topic, 4 data to repeat the using of clarification, 2 data of be emphatic about something, 2 data to express group identity. The particular topic is the most dominant reasons of using code mixing because the speaker wants the viewers to be more familiar with the language used.

Keywords: sociolinguistics, code mixing, social context, youtube.

1. INTRODUCTION

In a society, communication is very important to find out information. Trudgill, (2000) who explained that language is very important of establishing and maintaining relationships with others to establish a social relationship. Language is used as a communication tool for human activities. Language has a different variation. The ability of someone who is able to speak more than one language is called Bilingual. A bilingual makes a communication by changing one language to another language when there are other participants or certain situations that make the speaker feel more comfortable when changing the language. This phenomenon is called code mixing. Wardaugh (1987) stated that Code mixing is mixing two codes in one single utterance. Code mixing can be found in a daily conversation either face to face or using social media. The Connell Twins is a YouTube channel which makes video content about beauty makeup products to the audiences. Code mixing can be found in the video entitled "Everyday Makeup Routine" because the speaker is very active in using two languages in Indonesian and English.

The choice of topic is based on the interesting phenomenon of code mixing on YouTube. The writer sees enthusiasm of YouTube's social media that is so high. Besides the researcher also realized that the channel The Connell Twins in every uploaded video on YouTube the speaker always use the phenomenon of code mixing so the researcher is interesting to analyze one of the videos because Code Mixing does not only happen in daily conversations but also happens in social media that is YouTube.

There are some previous studies, Novarita (2019) analyzed the used code mixing in Agnes Monica's comment on The Voice Indonesia. The second previous study by Andre (2018) the researcher analyzed about the used Code Mixing in a business email of Corporate Sales Officer in the British Institute. The next previous study Syafaat and Setiawan (2019) analyzed the phenomenon about classifying types on Twitter. The previous study written by Hahyesalamae (2017) analyzed the use of code mixing by Thai Youngers. And the last previous study by Luke (2015) the

researcher was analyzed about the use of Code Mixing in ParataNdaya Closed-Group Facebook.

The researcher uses Hoffman's theory (1991) to present the type of code mixing on the "Everyday Makeup Routine" by the Connell Twins and the reason of using code mixing by supporting Hymes theory (1972) to analyze the social context in speech. The research will be analyzed in this study are some types there are Intra sentential, Intra-lexical, and Involving change a pronunciation. The reasons for code mixing can be classified into seven types, such as: To talk about a particular topic, To Quote someone else, To emphasize about something, To repeat the using of clarification, To interject, To express group identity and To intent of clarifying the speech content for interlocutors. Regarding this background, the problems raised by the researcher as follows: (1) what are the types of code mixing on "Everyday Makeup Routine" by The Connell Twins? (2) What are the reasons of using code mixing on "Everyday Makeup" video by Connell Twin? In this research, the writer proposes two major objectives to be describes as follows: (1) to find out the types of code mixing on video Everyday Makeup routine and (2) to explain the reasons of using code mixing on video Everyday Makeup Routine.

2. METHOD

This research uses Qualitative research. It means that this research related to the phenomenon that is happening can be in the form of documentation, interviews, or observation forms of this study more words than numbers. The object of the data was taken from video "Everyday Makeup Routine" by *The Connell Twins*. This research uses documentation to collect the data. The technique of collecting data are watching the video, listening the video to make a transcript, collecting data by selecting the utterances which has code mixing, giving a code, and writing the results of the research. The researcher uses Hoffman's theory (1991) to find types and reasons of using code mixing.

3. FINDING AND DISCUSSION

3.1 Findings

The researcher shows the percentage of the type and reason form that used code mixing on video “Everyday Makeup Routine” by The Connell Twins. The research found 2 types and 4 reasons of code mixing used Hoffman’s theory (1991) to analyze the data. The results can be shown in the table below:

3.1.1 Types of Code Mixing

Table1. Types of Code Mixing

No	Types of Code Mixing	Example	Σ	%
1	Intra-Sentential (ISCM)	Kalian harus join the squad kalian bukan Connelist kalau kalian nggak follow instagram kita	21	95,4%
2	Intra-Lexical (ILCM)	Kadang kita kan gatau fase-fase orang beda gitu ya, mungkin sekarang lagi bagus makeup-nya	1	4,5%
Total			22	100%

3.1.2 Reasons of using code mixing

Table 2.Reasons of Code Mixing

No	Reasons of Code Mixing	Example	Σ	%
1	To talk about particular topic (TPT)	Dan jangan lupa like, comment, and subscribe	14	63,6%
2	Be emphatic about something (BES)	Gila gue sama Charly kaya Obsessed banget sama lipstick ini	2	9,09%
3	To Repeat the using of Clarification (RC)	Oke, what we gonna do in this video . Apa yang bakal kita lakuin <i>divideo kali ini</i>	4	18,1%
4	To express Group identity (TGI)	Sis , kita mau gunain Concealer kita akan mix gitu	2	9,09%
Total			22	100%

Based on the finding of data analysis that has been done by the writer above, it can be concluded that the dominant types of code mixing on video “Everyday Makeup Routine” is Intra-sentential and the dominant from the reason of using code mixing is to talk about particular topic.

3.2 Discussion

3.2.1 Types of Code Mixing

The finding of the type of code mixing as soon can be seen in the table above, it supported by Hoffman (1991) who stated that there are three types of Code Mixing namely: Intra-Sentential, Intra-Lexical, and Involving Change a Pronunciation of Code Mixing. It can be seen that there are two types of code mixing. The Intra-Sentential (ISCM) is found 21 data or (95, 4%) which is represented by *Makeup, Follow, Join the Squad, You know*, this type is usually used when someone is talked about Word, Phrase, Clause. The Intra-Lexical (ILCM) is found 1 data or (4, 5%) which is represented by *Makeup-nya*, this type is usually is to combine English word and Indonesian grammatical.

At shown on the table 1 above show, it can be stated the dominant type of Code Mixing used on video “**Everyday Makeup Routine**” is Intra-Sentential with 95, 4% of percentage because she codes in English unconsciously and because it’s easier to insert English word, phrase, clause, or sentence in a speech.

The finding about type of code mixing is in line with the research conducted by Novarita (2019) analyzed the used code mixing in Agnes Monica’s comment on The Voice Indonesia. The second previous study by Andre (2018) analyzed about the used Code Mixing in a business email of Corporate Sales Officer in the British Institute. The next previous study Syafaat and Setiawan (2019) analyzed the phenomenon about classifying types on Twitter. The previous study written by Hahyesalamae (2017) analyzed the use of code mixing by Thai Youngers. And the last previous study by Luke (2015) analyzed about the use of Code Mixing in ParataNdaya Closed-Group Facebook

3.2.2 Reasons of using Code Mixing

The finding about reasons of Code Mixing is supported by Hoffman (1991) saying that there are seven reasons of using Code Mixing as follows: To talk about a particular topic, To Quote someone else, Be emphatic about something, To repeat the using of clarification, To interject, To express group identity and To intent of clarifying the speech content for interlocutors. It can be seen that there are 4 reasons of code mixing. The first is Talking about particular topic (TPT) is found 14 data or (63, 6%) which is presented by *Makeup, follow, foundation, highlighter* this reason is usually used when someone or the speaker speaks freely and forms that are familiar to the hearer (freely convey their thoughts). The second is Being emphatic about something (BES) is found 2 data or (9, 09%) which is presented by *Obsessed* this reason is usually used when the speaker is expressing their feelings. The third is Repetition used Clarification (RC) is found 4 data or (18, 1%) which represented by *what we gonna do in this video, apa yang bakalkitalakuinvideo kali in* this reason is usually used when speakers repeat their speech with same messages. The fourth is To express Group identity (TGI) is found 2 data or (9, 09%) which is represented by *Guys, Sis* this reason is usually used when speaker express group identity.

At show in the table above, it can be stated that the most dominant reason of video “**Everyday Makeup Routine**” is Talking about Particular topic with 63, 6% of percentage. Because speakers more often use the English word freely or unconsciously, an English word that cannot be changed in Indonesia and uses familiar words to be heard by audiences especially for discussions about makeup and social media.

The finding about type of code mixing is in line with the research conducted by Novarita (2019) analyzed the used code mixing in Agnes Monica’s comment on The Voice Indonesia. The second previous study by Andre (2018) the researcher analyzed about the used Code Mixing in a business email of Corporate Sales Officer in the British Institute. The next previous study Syafaat and Setiawan (2019) analyzed the phenomenon about classifying types on Twitter. The previous study

written by Hahyesalamae (2017) analyzed the use of code mixing by Thai Youngers. And the last previous study by Luke (2015) the researcher was analyzed about the use of Code Mixing in ParataNdaya Closed-Group Facebook.

4. CONCLUSION

Based on the data analysis above, finally the researcher can draw the following conclusions: Based on data analysis, finding, and discussion on video “Everyday Makeup Routine” by The Connell Twins, the researcher can describes the conclusion as follows: there are 2 types of code mixing found in research such as In Intra-sentential 95, 4% and In Intra-lexical 4, 5%. It shows the conclusion that the dominant of type code mixing is Intra-sentential which found in finding with 95, 4%. Intra-sentential is type of code mixing when the speaker uses words, clause, phrase or sentences in a speech.

Based on data analysis, finding and discussion on video “Everyday Makeup Routine” by *The Connell Twins*, the researcher can conclude that founds 4 reasons. There are To talk about Particular topic 63, 6%, Be emphatic about something 9, 09%, To repeat the using of clarification 18, 1% and To express group identity 9, 09%. The result shows To talk about particular topic is the most dominant type with percentage in finding 63, 6 %. To talk about particular topic is the reason used when the speaker conveys a familiar word rather than being changed to another form.

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