

**INDONESIAN-ENGLISH CODE MIXING IN THE TWITTER ACCOUNT
BY OHMYBEAUTYBANK : A SOCIOLINGUISTICS PERSPECTIVE**



Submitted as a Partial Fulfillment of the Requirement for Getting Bachelor
Degree of English Education

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**DEPARTMENT OF ENGLISH EDUCATION
SCHOOL OF TEACHING TRAINING AND EDUCATION
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2021

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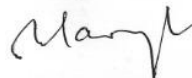
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INDONESIAN-ENGLISH CODE MIXING IN THE TWITTER ACCOUNT BY OHMYBEAUTYBANK : A SOCIOLINGUISTICS PERSPECTIVE

Abstrak

Penelitian ini berfokus pada campur kode di akun Twitter. Penelitian ini bertujuan: (1) mendeskripsikan jenis-jenis campur kode dalam akun Twitter ohmybeautybank, dan (2) mendeskripsikan fungsi dari penggunaan campur kode dalam akun Twitter ohmybeautybank. Penelitian ini termasuk dalam penelitian deskriptif kualitatif dan menggunakan metode dokumentasi sebagai cara dalam mengambil sumber data. Data penelitian ini adalah ujaran-ujaran yang terdapat dalam akun twitter ohmybeautybank. Data diambil dari bulan Juli 2021 hingga September 2021. Teknik pengumpulan data menggunakan dokumentasi atau tangkap layar. Kemudian data yang sudah diambil dianalisis menggunakan teori Musyken (2000) untuk jenis-jenis campur kode dan Marasigan (1983) untuk fungsi dari penggunaan campur kode. Hasil dari penelitian ini menunjukkan ada 5 dari 6 jenis campur kode yaitu campur kode dalam bentuk kata (30%), campur kode dalam bentuk frasa (33%), campur kode dalam bentuk hybrids (20%), campur kode dalam bentuk idiom (4%) dan campur kode dalam bentuk klausa (13%). Selain itu, ditemukan 4 dari 7 fungsi penggunaan campur kode yaitu kutipan (16%), spesifikasi alamat (4%), personalisasi dan objektifikasi (60%) dan ekspresi fasilitas (20%). Penelitian ini menunjukkan campur kode merupakan aspek bahasa yang sering digunakan dan mudah di pahami oleh pengguna akun Twitter.

Kata Kunci : Sociolinguistik, Campur Kode, Twitter

Abstract

This study focuses on code mixing on Twitter accounts. This study aims to: (1) describe the types of code mixing in the ohmybeautybank Twitter account, and (2) describe the function of using code mixing in the ohmybeautybank Twitter account. This research is included in qualitative descriptive research and uses the documentation method as a way of retrieving data sources. The data of this research are the utterances contained in the ohmybeautybank twitter account. Data was taken from July 2021 to September 2021. Data collection techniques used documentation or screenshots. Then the data that has been taken were analyzed using the theory of Musyken (2000) for the types of code mixing and Marasigan (1983) for the function of the use of code mixing. The results of this study show that there are 5 of 6 types of code mixing, namely code mixing in the form of words (30%), code mixing in the form of phrases (33%), code mixing in the form of hybrids (20%), code mixing in the form of idioms (4 %) and mixed code in the form of a clause (13%). In addition, it was found that 4 out of 7 functions of using code mixing were citation (16%), address specification (4%), personalization and objectification (60%) and

facility expression (20%). This study shows code mixing is an aspect of language that is often used and easily understood by Twitter account users.

Keywords: Sociolinguistics, Code Mixing, Twitter.

1. INTRODUCTION

In recent years, social media Twitter has become very popular in the world of social media, many people use this application to send tweets, pictures and videos. There are interesting phenomena that can be found on twitter, one of which is the trend around skincare, make-up and fashion which can be found on the twitter account by ohmybeautybank. In the utterances sent to the ohmybeautybank twitter account, there is a linguistics that is often used by twitter users, namely sociolinguistics.

Linguistics is the scientific study of language. Linguistics is divided into 2 branches, namely macro and micro linguistics, one of the linguistics contained in macro linguistics is sociolinguistics. Then one of part of sociolinguistics is code mixing. . Code mixing is the use of language units from one language to another to expand the style of language or variety of languages. This includes the use of words, clauses, idioms, greetings, etc. Code-mixing users are usually bilingual or multilingual speakers.

Code mixing can be found in everyday life, then the utterance below is an example of code mixing

Patient : “ *dok gimana ini untuk tindak lanjut **treatment** wajah saya? Apakah perlu treatment tambahan?* ”

Dokter : “ *saya lihat perkembangannya sudah bagus, saya rasa cukup* ”.

The utterance above is an example of code mixing, there are 2 languages in one utterance. The people that using two or more language called bilingual or multilingual speaker.

This topic is important to research because in the current era of social media, netizens are very easy to type to give criticism about appearance which

can make their self-confidence drop drastically. So that fashion, makeup and skin care products are popular and widely used from teenagers to adults. Not everyone has a strong mentality if they are insulted or even bullied because of an unattractive appearance, so skin care, make-up and fashion are one way for netizens to look better and increase self-confidence.

There are several studies that discuss code-mixing, one of which is a study by Alfian and Zulastrri (2020) entitled "*The Sociolinguistics Study on The Use of Code-Mixing in Gita Savitri Devi's Youtube Channel Video.*" In this study, the writers concluded that the most of types of code mixing that appears in Gita's video are intra sentential and intra lexical of code-mixing. Then, by Larasati (2020) who conduct research entitled "*An Analysis on Forms and Functions of Code-Switching And Code-Mixing in The Comments of The Cinta Laura Kiehl Twitter Account*". In this research, author found types and function of code-mixing used by Cinta Laura twitter account. The difference between the research above and my research that the object of research above is Cinta Laura twitter account and Gita Savitri youtube channel whereas the object of this research is ohmybeautybank twitter account.

Many studies like this have been carried out, from the two studies above, there is one study with the same discussion but with different research objects. the position of this research as a developer of other research. researchers took data from the ohmybeautybank twitter account. So my research is different from other research.

There are several research with the same topics about code mixing, the researcher found five research in the previous study. The first author Hayat, S (2019) entitled "*Language Variation: Code Mixing and Code Switching in Pakistani Commercials*", then Pratapa, Adithya et.al (2018) entitled "*Language Modeling for Code Mixing: The Role of Linguistic Theory based Synthetic Data*", next Gad, Rehab F (2019) entitled "*A Sociolinguistic Study of the Use of Code Mixing in Social Media by Egyptian Bilingual Users*", then Ocampo, Ronald O and Belarde, Sonia A (2021) entitled "*Language Grafting: Code*

Mixing Patterns in Ilocano Conversational Language as an Input to the Philippine Mother-Tongue Based Multilingual Education”, the last study by Kniaz, M and Zawrotna, M (2018) entitled “*Patterns of Arabic-English Code-Switching in Youth Communication in Cairo*”.

Based on this research, many have an interest in code-mixing that occurs in daily life conversations, especially in the sphere of social media. With this research, the researcher hopes that in the future there will be research on code mixing with wider results or discussions and different objects. researchers provide other options as objects of wider research such as whatsapp, youtube, tiktok and so on.

The theory that underlying this research for types of code mixing supported by Musyken (2000) and for function of code mixing in the twitter account ohmybeautybank supported by Marasigan (1983).

The objectives of this research to describe the types and the functions of code mixing that found in the twitter account by ohmybeautybank.

2. METHOD

In this research, researcher uses qualitative descriptive method. According to Creswell (2012: 4), qualitative research is a way to understand and explore the meaning of individuals or groups related to human social problems. The design of the research uses document analysis. the discussion of this research is the types and functions of using code mixing. The data source taken from tweets in the twitter account ohmybeautybank. The data collection of this research there are observing the script of dialog on the twitter, finding the utterance Indonesian-English Code mixing on the Twitter (the document was taken by screenshot) and classifying the type of Code-Mixing and the functions of code mixing on the Twitter ohmybeautybank based on Musyken (2000) and Marasigan (1983).

3. FINDING AND DISCUSSION

Based on the analysis, the reasearcher present the finding and discussion of the analysis, can be seen in the table below:

Table 1. Type of Code Mixing

No	Type of code mixing	Example	Σ	%
1	Insertion of Word	<i>Maskara murah yang hasilnya lentikin ga clumpy sama waterproof apaan ya? Aku pake Maybelline bleber terus</i>	9	30
2	Insertion of Phrases	<i>Maskara murah yang hasilnya lentikin ga clumpy sama waterproof apaan ya? Aku pake Maybelline bleber terus</i>	10	33
3	Insertion of Hybrids	<i>bantu pilih dong, mending moist cosrx atau hadalabo yah? Sekalian</i>	6	20

		<i>reviewnya buat st dry yaa</i>		
4	Insertion of Idiom	<i>gais I wanna colouring my hair kayak pict di bawah, mending wrna ungu atau biru ya? Skintone aku tan by the way, thanks for attention.</i>	1	4
5	Insertion of Clauses	<i>Sedang membutuhkan rekomendasi wangi wangian yg enak, drop your fav!</i>	4	13
Total			30	100

The finding supported by Musyken's theory (2000) which states that there are 6 types of code mixing, there are: (1) insertion of word, (2) insertion of phrases, (3) insertion of hybrids, (4) insertion of reduplication, (5) insertion of idioms and (6) insertion of clauses.

Based on table 4.1 the researcher found in the ohmybeautybank twitter account there were 5 types of code mixing, there are insertion of word 9 data (30%), insertion of phrase 10 data (33%), insertion of hybrids 6 data (20%),

insertion of idiom 1 data (4%) and the insertion of clause 4 data (13%). From the results above, it can be concluded that within a period of 3 months, the dominant code mixing that often used in the ohmybeautybank twitter account was the insertion of phrases, there are 10 data (33%). The people on the ohmybeautybank twitter account more often use the phrase form because it is more familiar and easier to understand by the audience and is more often used among teenagers.

The findings in this study are supported by previous research. The first study, initiated by Alfian and Zulastri (2020) found 52 code-mixing data contained on Gita Savitri's Youtube account and the highest type of code mixing was intra-sentencial as much as 88.64%. Furthermore, research from Larasati (2020) found 76 data on code mixing and code switching contained in the Cinta Laura twitter account. 35 code-mixed data were analyzed, the most frequent results were word insertion, while code switching was found as many as 41 data and the most results were intra-sentencial as many as 24 data. The difference from my research that my data source was taken from ohmybeautybank twitter account.

Then the researcher present the function of code mixing, it can be seen in the table below:

Table 2. Function of Code Mixing

No	Functions of Code Mixing	Example	Σ	%
1	Quotation	<i>Sedang membutuhkan rekomendasi wangi wangian yg enak, drop your fav!</i>	5	16

2	Addresse Specification	<i>guys retinol yg bagus tp terjangkau apa ya? Any recommendation? Umurku 23 tahun dan bnyk bekas jerawat, kyknya udh butuh retinol hehe. Thanks in advance!</i>	1	4
3	Personalization and Objectification	<i>guys kalo kuliah offline kalian pake sepatu yang kaya gimanaa, mau liat dong</i>	18	60
4	Facility Expression	<i>mending mana yg ga transfer ke masker & ga ngecrack gaes?</i>	6	20
Total			30	100

The functions of code mixing that are supported by Marasigan's theory (1983) which states that there are 7 Functions of code mixing, there are: (1) Quotation, (2) Addresse Specifications, (3) Message Qualification, (4)

Repetition, (5) Interjection, (6) Personalization and Objectification, and (7) Facility Expressions.

Based on table 4.2 the researcher found in the ohmybeautybank twitter account there were 4 functions of code mixing, there are Quotation 5 data (16%), Adresse Specification 1 data (4%), Personalization and Objectification 18 data (60%), and Facility Expression 6 data (20%). From the results above, it can be concluded that within a period of 3 months, the functions that often used by the people in the ohmybeautybank account is Personalization and Objectification as much as 18 data (60%).

The findings in this study are supported by previous research. The study from Larasati (2020) found 60 data on code mixing and code switching contained in the Cinta Laura twitter account. 60 code-mixed data and code-switching were analyzed by Marasigan's Theory, the researcher found 5 function of code mixing and code switching in the Cinta Laura twitter account there are 25 addressee specifications, 5 interjections, 7 repetitions, 3 facility expressions, 8 personalization and objectification, and 12 message qualifications. most frequent results were addrese specifications addrese as much as 25 data. The difference with my research that only found 4 functions in the ohmybeautybank twitter account, there are Quotation, Adresse Specification, Personal and Objectifications and Facility Expressions.

4. CONCLUSION

There are 6 types of code mixing in this research, but the researcher found in the ohmybeautybank twitter account there were 5 types of code mixing, there are insertion of word 9 data (30%), insertion of phrase 10 data (33%), insertion of hybrids 6 data (20%), insertion of idiom 1 data (4%) and the insertion of clause 4 data (13%). From the results above, it can be concluded that within a period of 3 months, the dominant code mixing that often used in the ohmybeautybank twitter account was the insertion of phrases, there are 10 data (33%). The people on the ohmybeautybank twitter account more often use the phrase form because

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