An Analysis of Code Mixing in David Gadgetin's YouTube Channel

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KEYWORDS	ABSTRACT
Code Mixing David GadgetIn YouTube	This thesis aims to analyze the types and frequency of code mixing used in David GadgetIn's YouTube videos. This research answers two main questions: (1) What are the types of code mixing used by David GadgetIn in his YouTube channel? (2) What is the most dominant type of code mix found in his videos? This research uses a descriptive-qualitative approach, using observation techniques to collect data from some of David GadgetIn's videos. Muysken's (2000) code-mixing theory was used as a framework to classify the types of Indonesian-English code-mixing found. The analysis showed that insertion was the most frequently used type of code-mixing, appearing 62 times out of a total of 141 occurrences. Other types identified include alternation with 34 occurrences and congruent lexicalization with 46 occurrences. The findings suggest that insertion plays an important role in how David GadgetIn mixes Indonesian and English in his content. The implications of this study suggest that content creators, especially in multilingual contexts such as Indonesia, can benefit from the strategic use of code-mixing to appeal to a wider audience and improve communication effectiveness in digital media.

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INTRODUCTION

Those who are proficient in multiple languages these days are known as bilinguals. People who speak more than one language are said to be bilingual. But there are several definitions of bilingualism. In multilingual communities, the boundaries between languages often blur, leading to phenomena like code mixing. Speakers in a multilingual community frequently switch between codes or languages. Code mixing is the term used to describe the usage and blending of two or more codes and languages. According to Meyerhoff (2006), In general, code mixing describes variations, or codes, that occur inside a phrase or sentence. This indicates that while speaking or writing, bilingual speakers alternate between using several codes of the same language in clauses, phrases, sentences, and other parts.

Ugot (2010) states that the random switching between two languages in a statement is known as code mixing. This demonstrates how words from multiple languages can appear in a sentence and how code-mixing sentences employ elements of one language while primarily using another. The process of switching between languages within a single utterance, spoken or written text, is known as "code mixing" (Farhana, 2015). This means when a situation arises in which part of the language enters another language. Then, the parts that are united in the language are included in one utterance, whether in speech or in writing. Therefore, these parts 2 come from several languages, and each part leaves the previous function and supports the function of the language so that communication can be understood.

Maschler (1992) in (Wibowo, 2017) defines code mixing or a mix code as "Using two languages such a third, new code emerges, in which elements from the two languages are incorporated into a structural definable

pattern". It means code mixing hypothesis states that when two codes switch languages, they constitute the appearance of a third code that has structural characteristics unique to that new code. Code mixing is very popular with young people because mixing languages is seen as a style that brings high prestige to the users. People are encouraged to gain wider connections in the social world. Especially youngsters in Indonesia tend to mix Bahasa Indonesia with English.

Based on the definitions above, A component of one language that enters another is called "code mixing." The speaker often uses their native tongue while incorporating words or phrases from other languages into their speech. One may argue that linguistic confusion is a circumstance that can happen directly or indirectly. Rarely does it occur, and when it does, it is brought on by improper language use. As a result, the speaker must communicate in a different language. In this instance, code mixing also takes place in indirect contexts, like social media usage.

A website or collection of information technologies that promotes network engagement and communication is known as social media. (Wolf, 2018). In this digital era, social media has emerged as one of the most widely used platforms for communication, particularly among youth. People now often share their views and ideas on social media sites like Facebook, Instagram, YouTube, TikTok, and Twitter. Due to the global nature of social media, people from different cultures and languages can interact and communicate with each other easily. This has led to the emergence of code mixing as a common phenomenon on social media platforms. Users of social media often mix different languages, dialects, and slangs in their 3 posts, comments, and messages. This practice has become so widespread that it has even given rise to new forms of language and expressions on social media.

YouTube is one of the aforementioned media sources. Currently, one of the most widely used video-sharing websites on the internet is YouTube (Snelcon, 2011). For instance, society frequently uses technology for tasks like looking for information about jobs, doing tasks, and even conducting online research. Everyone has access to a variety of knowledge that is beneficial to their own growth. The phenomenon of language code mixing has long intrigued experts who have researched what triggers code mixing. Scholars who have looked into what causes such occurrences have long been interested in the phenomenon of code mixing between languages. The phenomenon of code mixing has evolved into a societal trend or way of communicating, particularly among young people. They frequently combine different codes in their speech. They believe that by combining their own tongue with another language in their speech, they will appear more respectable. The popular Indonesian YouTuber David Gadgetin's channel on YouTube also features this topic. David frequently switches between speaking Indonesian and English in his video. He also expresses some motives in his video, which his viewers may find helpful. Consequently, this program is both enjoyable and instructive. Based on the background above, the writer intended to study a topic entitled "An Analysis of Code Mixing on David Gadgetin's Youtube Channel."

METHOD

This study employed qualitative descriptive design to explore the phenomenon of code mixing that occurs in David Gadgetin's youtube videos. To gather data for this study, the researcher employed documentary analysis and observation techniques. David's YouTube channel, which uses code mixing to get the necessary data, served as the study's data source.

FINDINGS AND DISCUSSION
Research Findings
1. **Types of Code mixing used by David Gadgetin**

    In the first video, the researcher analyzed the types of code mixing used by David. The utterances were obtained after done the observation and note taking.
    Title: HP 5 Juta PALING GARANG - Review POCO F5 Indonesia!
    Link: https://www.youtube.com/watch?v=zh1NNWmwQak&t=47s

Duration: 11 minutes 48 seconds

Table 1: Types of Code-Mixing video 1

No	David utterances	Types of code mixing		
		INS	ALT	CLX
1	Halo *guys*, David disini	√		
2	*Boxnya* udah edisi Indonesia	√		
3	kayak *airline* yang sukanya ngegeser	√		
4	kadang *cancel* sepihak	√		
5	kapan bakal *launching*.	√		
6	kerjaan *account* IG mereka			√
7	*Comment* di IG			√
8	Saya kasih 3 *alternative*			√
9	beli *aksesoris* kayak TWS			√
10	berhubungan sama *aksesoris gaming*			√
11	Ada *spesial cashback up to* 2 juta		√	
12	bisa cek *link* di deskripsi	√		
13	Biar *thumbnail* dan judul dah	√		
14	yang datengin *processor* ajaib	√		
15	masuk ke kelas *midrange*	√		
16	setara kayak flagship.	√		
17	Isinya pun berasa *flagship*	√		
18	pake beberapa benchmark,	√		
19	*chipset* HP tahun lalu	√		
20	Ga enak ada *minusnya*			√
21	*Negative* banget			√
22	Buat performa *gaming*			√
23	Dari *limit setting*		√	
24	Kadang-kadang dia *throttling*	√		
25	Ini mainnya di mode *balance*		√	
26	Bisa pake *setting ultra*		√	
27	Kasih *dopping* dikit	√		
28	Pake mode *performance*		√	
29	Susah *unlock setting*		√	
30	Bisa *smooth* 90 fps		√	
31	Buat bermain di setting *highest*		√	
32	*Frame rate*-nya mulus		√	
33	Kita bisa *unlock skill* baru		√	
34	Bisa *Unlock new fitur*		√	
35	Kelas *midrange* yang bisa jinakin	√		
36	Ayok *brand* lain!			√
37	*desain*-nya pasti lebih khas			√
38	Ini jelas *speed team* ya		√	
39	*Framenya* juga *plastik*			√
40	Asal *feel quqlity*-nya tetep ya		√	
41	*Infra red blaster*-nya ada		√	
42	*Bezel* kanan kiri seimbang	√		
43	*Full HD amoled* warnanya bening bangeet		√	
44	Perlu diingat kalo ada *konten* baru			√
45	Cuman ada di *film*			√

46	Kita harus *lock FPS*	√		
47	Pas dipake *streaming* 2 jam			√
48	Di-*setting* paling tinggi			√
49	Kalo soal *charging problem* ya baru		√	
50	Kita pasti cari di *security*			√
51	Mungkin karena belum *launching*	√		
52	HP ini yang *it's okay* aja		√	
53	Emang punya *optical image stabilization*		√	
54	Buta warna juga agak *over saturate*		√	
55	Malah berasa ada *jitter*	√		
56	Buat *camera* bisa rekam jernih			√
57	Belum bisa *4K* tapi udah cakep	√		
58	Jadi *lighting* harus agak diterangin	√		
59	*I love F series* banget ya		√	
60	HP ini idaman tapi nggak *perfect*			√
61	Saya nulis *review* ini saya nyadar			√
62	Emang HP ini *Special*			√
63	Udah ada *under display fingerprint*		√	
64	Harganya pun tergantung *variant*-nya			√
65	POCO Udah lama nggak *launching* hp ya	√		
66	Hp *midrange* 4-5 jutaan	√		
67	Gitu aja dulu *review* buat kali ini			√

INS : Insertion
ALT : Alternation
CLX : Congruent Lexicalization

Based on the result of table above, the researcher found that there were 67 utterances such as insertion 24 instances, alternation 21 instances and congruent lexicalization with 22 instances. The table above shows that David used insertion type most frequently.

In the second video, the researcher analyzed the types of code mixing used by David. The utterances were obtained after done the same procedure with the first data.

Title: TV 43 inci sekarang bagus2 ya - Google TV CHiQ G7P Pro

Link: *https://www.youtube.com/watch?v=yMrY4SYFlqk*

Duration: 11 minutes 14 seconds

Table 2: Types of Code-Mixing Video 2

NO	David Utterances	Types of code mixing		
		INS	ALT	CLX
1	Buat anda yang comment, bang kok bahas tv gede mulu			⬜
2	Kalua saya perhatiin marketplace	√		
3	Budgetnya juga lebih ramah lah	√		
4	Langsung kita coba unboxing aja	√		
5	Anda Cuma ngetik G7P doang di e-commerce	√		
6	Frameless yang hmm... oke?	√		
7	Kalau ada tulisannya frameless	√		
8	Sama ada google assistant			√
9	Semoga nggak meng-trigger hp anda	√		
10	Disampingnya sih, simple aja			√
11	Gratis 3 bulan gitu buat membership premium		√	
12	Kayak hotel yang biasanya level-nya udah mewah			√
13	Itu kayak standart pasar banget ya			√
14	Terus ada remote yang ada tombol unik			√
15	Display apapun iklan yang ada	√		
16	Dibelakangnya ada flashdisk			√

No	Utterance	INS	ALT	CLX
17	Mungkin anda bisa comment			√
18	Ada di bawah linknya	√		
19	Ini ada power cable		√	
20	Yang udah built-in dari sononya		√	
21	Ini apa Namanya kalau computer?			√
22	Sayangnya kita gak dikasih adapternya			√
23	Dia udah pake sistem yang udah update			√
24	Bakal muncul di channel-channel			√
25	Jadi kita nggak usah pake tuner lagi			√
26	Saya juga udah scan tadi	√		
27	Yang ada digitalnya juga			√
28	Kita gedein.. sekalian ngetes speaker aja			√
29	Wuh.. kena subwoofernya lumayan geli	√		
30	Kalau sampe habis, repeat single aja		√	
31	Nggak effectif buat ruko mereka			√
32	Buat di play di toko, itu udah bisa banget	√		
33	Itu levelnya udah beda banget			√
34	Ya jadi gitu aja unboxingnya	√		

INS : Insertion
ALT : Alternation
CLX : Congruent Lexicalization

Based on the result of table above, there were 34 utterances such as insertion 13 instances, alternation 4 instances and congruent lexicalization 17 instances. The result of this table shows that congruent lexicalization is the most used types of code mixing used by David.

In the third video, the researcher analyzed the types of code mixing used by David. The utterances were obtained after done the same procedure with the first data.

Title: Pantesan Infinix Note 30 Pro bisa semurah ini...

Link: *https://www.youtube.com/watch?v=IyjvHeoCqXY*

Duration: 10 minutes 34 seconds

Table 3: Types of Code Mixing video 3

NO	David Utterances	Types of code mixing		
		INS	ALT	CLX
1	Yang di thumbnailnya saya bilang 3 juta	√		
2	Terlalu banyak, feelnya padat	√		
3	Bezel juga simetris	√		
4	Setting lowest bisa dapat rata-rata		√	
5	Bonus banget. Udah unlock high graphic		√	
6	Kalau anda player Mobile Legends, malah nilai bonus banget		√	
7	Hasil collab sama JBL nih			√
8	Kotaknya pun udah customan MLBB		√	
9	Roastingan kita berasa didengerin	√		
10	Ada fitur bypass charging, jadi lebih adem.	√		
11	Mereka ga malu buat bilang ke public			√
12	Pas lagi launching. Jadi ga ada alesan ga dapet	√		
13	Bikin brand lain berasa dia amatiran nggak sih?	√		
14	Akhir-akhir ini juga selalu shift malem jagain anak	√		
15	Buat anda yang butuh semangat extra juga			√
16	Sikat aja produknya di e-commerce kesayangan anda	√		
17	Pake link di bawah	√		
18	Sampe mana tadi? Oh iya, lagi compare	√		
19	POCO dapet kamera ultrawide , INFINIX gak	√		

No	Utterance	INS	ALT	CLX
20	Bahan body-nya emang bagus	√		
21	Maksud saya pake night mode		√	
22	Dynamic range juga luas		√	
23	Dibandingin sama yang lain dia kurangnya ultrawide	√		
24	Pawang mediatek udah order banyak			√
25	This is a deal breaker buat orang yang hpnya wajib baru		√	
26	Turn off notifications, ilang sih.		√	
27	Dia nggak se-snappy itu	√		
28	Jadi kayak ngeberatin hardware	√		
29	Infinix bakal Bakal benerin bug-bug	√		
30	Komitmen ngasih *support software for years*		√	
31	Soalnya udah classsic banget			√
32	Ngembangin system baru buat puluhan Hp lama			√
33	Ga ada biaya buat maintenance lagi.	√		
34	Nggak ngambil banyak untung ya, marginnya tipis	√		
35	Itung-itung biaya marketing ya	√		
36	Ga enak sih jadi reviewer	√		
37	Software yang agak belum dewasa	√		
38	Demikian buat review Gadgtin buat infinix note 30 Pro	√		
39	Like kalau anda suka video ini	√		
40	Dislike kalau nggak suka.	√		

INS   : Insertion
ALT   : Alternation
CLX   : Congruent Lexicalization

Based on the result of table above, the researcher found that there were 41 utterances which contains insertion with 25 instances, alternation 9 instances and congruent lexicalization with 6 instances. This result shows that the insertion type is mostly used by David.

2. ***The most dominant type of Code mixing used by David Gadgetin***

After the researcher analyzed the types of code mixing that David used, the researcher wanted to find out the types that were often used in each video. After that, it would combine to

find out the dominant type of code mixing used by David in his YouTube videos. Based on the findings before, the researcher found that David often used insertion code mixing. Other types that he used were alternation and congruent lexicalization code mixing as the lowers number. It could be seen by tables as follows:

Table 4 The Most Dominant Type of Code mixing video 1

No	Types of Code mixing	Frequency
1	Insertion	24
2	Alternation	21
3	Congruent Lexicalization	22
Total		67

Table 5 The Most Dominant Type of Code mixing video 2

No	Types of Code mixing	Frequency
1	Insertion	13
2	Alternation	4

3	Congruent Lexicalization	17
	Total	34

Table 6 The Most Dominant Type of Code mixing video 3

No	Types of Code mixing	Frequency
1	Insertion	25
2	Alternation	9
3	Congruent Lexicalization	6
	Total	40

Based on the data available from David's YouTube videos, the dominant types of code mixing he uses are presented as follows:

Total Frequencies
Insertion: 24 + 13 + 25 = 62
Alternation: 21 + 4 + 9 = 34
Congruent Lexicalization: 22 + 17 + 7 = 46
Overall Total: 67 + 34 + 41 = 142

According to the data from David Gadgetin's YouTube videos, the most dominant type of code mixing he uses is Insertion, with a total of 62 instances. This suggests that David frequently incorporates elements from one language into another, often by inserting words or phrases without significantly altering the structure of the base language. This pattern is more prevalent than Alternation (34 instances) and Congruent Lexicalization (46 instances).

Discussion

Types of Code Mixing used by David Gadgetin

In this study, the writer found 3 types of code mixing used by David on his YouTube Channel, as follows:

1. Insertion

In this study, there were 62 instances of code mixing classified as insertion. The words below were classified as insertion type because David inserted word or phrases from Indonesian to English naturally without changing the structure of his words. Here is one of the examples:

Ya semoga mereka nggak kepedean ya, kayak *airline* yang hobi ngegeser jadwal, kadang *cancel* sepihak, mentang mentang harganya murah. (Hopefully, they won't be overconfident, like airlines that like to shift schedules, sometimes cancel unilaterally, and sometimes they're just cheap.)

Based on the example above, the English words were inserted into the indonesian sentence structure such as airline and cancel. It is considered as Insertion. The reason why David uses insertion in his utterances is because he's more familiar with English term and in some words, David mixed it naturally.

2. Alternation

In this study, there were 32 instances of code mixing classified as Alternation type of code mixing. Here are one of the examples:

special cashback up to 2 juta juga. Buat detailnya bisa cek di deskripsi. (special cashback up to 2 million. For details, please check the description.)

Based on the example above, David said Ada special cashback up to 2 juta juga. This sentence classified as alternation because he changed the language within a phrase. The reason why David uses alternation in his utterances, it is because of fluence in media.

3. Congruent Lexicalization

In this study, there were 46 instances of code mixing classified as Congruent Lexicalization type of code mixing. Here are the examples:

7. comment di IG POCO udah pada resah tuh

8. Saya kasih 3 alternatif kesimpulan buat POCO F5.

Based on the examples above, it can be classified as Congruent lexicalization because the words that comes out from David sounds like a foreign Language. The reason David uses congruent lexicalization in his utterances; it is because of modern culture that has so many modern terms.

The most dominant type of code mixing used by David on his youtube channel

In this study, after identified all of the types of code mixing on David videos, the writer counting the total of frequencies of code mixing and found that the most dominant type of code mixing was Insertion. The total frequencies of code mixing were 142 instances with Insertion 62 instances, followed by Congruent Lexicalization with 46 instances and the least one is Alternation with just 32 instances. The reason why David often uses insertions in his speech could be due to several factors, which are familiarity with English terms. David may be more familiar with certain English words or phrases, especially if they are commonly used in his context or among his audience. This familiarity can lead to a natural tendency to include these words in his speech. Next is Lack of Equivalent Terms. In some cases, He may not know the exact Indonesian equivalent for a particular concept or expression. Inserting English words allows him to deliver his message clearly without losing meaning. then, informal style. David's style may be more 44 conversational and casual, where code-mixing feels more natural. In a casual setting, speakers often mix languages fluently, and insertions can create a relaxed atmosphere.

CONCLUSION

Based on findings and discussion on Chapter four above, the writer concludes that the types of code mixing used by David was Insertion, alternation and congruent lexicalization. The results of the analysis show that the type of code mixing that David often uses in his speeches on his Youtube channel is insertion. There are 141 Code Mixing data contained in all video samples. The most common type of code mixing that appears in David's speech is insertion with a total of 62 instances. The other types are alternation with 34 instances and congruent lexicalization with 46 instances.

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