

ANALYSIS OF CODE MIXING IN #NEBENBOY VLOG OPENING ON BOY WILLIAM'S YOUTUBE CHANNEL

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ABSTRACT

Sociolinguistics is study about the connection among language and society. People have different language style when they interact each other. By using many variations, it can be possible for them to mix their language in their utterance. Mixing one language with other languages, in sociolinguistics field, it is called code mixing. The use of code mixing in society is common. It happens on a YouTube channel from a phenomenal and famous YouTuber in Indonesia who has the largest subscribers in Indonesia and Southeast Asia, that is Boy William. Therefore, this research focuses on code mixing that emerges on Boy William's video on his YouTube channel. This research examines the code mixing that occurs at each opening in the #NebengBoy vlog on Boy William's YouTube channel. This research used descriptive qualitative method by using content analysis of Boy William's video on his YouTube channel.

Keywords: *Sociolinguistics, code mixing, YouTube, Boy William*

INTRODUCTION

Language is closely related to how people communicate with each other. Thus in learning a language, we are also bound to people or society. In linguistics, it is known as sociolinguistics. Sociolinguistics is the study of humans and society. Language is a tool of culture interaction, not only information exchange. Information exchange is the function of language (Bolinger in Giyoto, 2013). Walfarm in Giyoto (2013) explains that there is direct causal relation between different variation of language and social difference. Language and society influence each other and determine in meaning that a certain language variation shows a certain social status and social status determines language variation (Giyoto, 2013).

The study between language and society called sociolinguistics. Sociolinguistics studies the relationship between language and society, speak differently in different social context, concerned with identifying the social functions of language and the way it is used to convey social meaning, examining the way people use language in different social contexts, provides a wealth of information about the way language works, as well as about the social relationship in a community (Holmes, 1992).

The sociolinguistics or people studying a language must be familiar with a code. A code is a symbol of nationalism that is used by people to speak or communicate in a particular language a dialect, a register, an accent or a style on different occasions and for different purposes. A code is divided into code-mixing. Code mixing occurs when people mix two languages between mother tongue and English and code-mixing is found mainly in informal interactions. There are some reasons why people make code-mixing. Firstly, in code-mixing, bilingual speakers seem to apply some words or phrases from foreign language (pieces of one language smaller than clause), while the other language (code) functions as the base language. Secondly, bilingual speakers mix codes, when there is no topic that changes, nor does the situation.

Code mixing may be found either in oral or written language. In oral language, code mixing can be found in television, radio, YouTube and other media. While the written language can be found in books, novels, magazines and newspapers. Nowadays, social media has rapidly developed and ended up the genre of communication in the worldwide including Indonesia

(Eunson, 2015). Social media is used by many people, either teenagers, young, adults, or old. Social media makes it easier to interact with people around the world. Social media is no longer a means of communication, but social media is the place to socialize which means everything is always related to social media (Miller, et al., 2015). Social media platforms such as YouTube, Instagram, Twitter, and Facebook still exist. Through social media, people can make their content and share it with others (Lincoln, 2009 as cited in Eunson, 2015). One of the social media platforms is YouTube.

The aims of this research are to find out the levels of the usage of code mixing that are used by Boy William's on #NebengBoy vlog opening and to investigate factors causing the code mixing used in #NebengBoy vlog opening.

THEORETICAL FRAMEWORKS

The Definition of Sociolinguistics

An analysis on sociolinguistics approach is used by the researcher to carry out this research. The researcher starts from approach. Sociolinguistics is a branch of linguistics that studies something particularly significant between language and social community (Wardough, 1998). Richard (1985, p.15) states that "approach is how languages are learned dealing with language variety and their user within a social framework". While Kliment (2014) says that sociolinguistics explores language in relation to society. Criper and Windows on in Giyoto (2013) explain that sociolinguistics study is a language in usage. The aim is to show the relation of language convention with other aspects from culture. This means that it concerns with language used for communication among different social groups of people in different social situation.

The Definition of Bilingualism

Many people in the world use more than two languages (Coulmas, 1998), the terminology of bilingualism related to the use of two languages or two language codes (Chaer and Agustina, 2010). It is also said by Ohoiwutun (2002) that the use of two languages or more called bilingualism, and those who speak two languages called bilingual (Penalosa, 1981). Bilingualism will be used as general term for the use of two or more languages in a society (Mesthrie et. al., 2004). In the same definition, other also says that bilingualism is related to the use of two languages or more. She also says that bilingualism is a form of language contact which has relative meaning and terminology. It is not only related to the use of two languages, but also included to the ability of speaker to use more than one language (Hertanti, 2014). By sociolinguistics, it is defined that bilingualism is the use of two languages by user with the interaction.

The phenomenon of bilingualism stated by Suandi (2014) is appeared from two groups of language user which has different languages and the interaction produces more than one language. While other says that bilingualism is not system of language phenomenon, but it is language use phenomenon, it means that the use of language by turns (Mackey in Suandi, 2014). According to Haugan (in Padmadewi, Merlyna, and Saputra, 2014) bilingualism is the ability to produce utterance, meaningful in other languages. Bloomfield (in Padmadewi, Merlyna, and Saputra, 2014) states that bilingualism is the situation when people master two languages with the same value and also as people habit when they are doing conversation with using more than one language (Nababan, 1991). Padmadewi, Merlyna, and Saputra (2014) define that bilingualism is a usual phenomenon caused by language contact which includes people to acquire more than one language, particularly in bilingual or multilingual society. It can be inferred that bilingualism is a phenomenon in social where the society use and master more than one language.

The Definition of Code Mixing

Talking about code switching it is usually followed by code mixing, because it is a phenomenon which happened in bilingual or multilingual society. This phenomenon is formed by the use of elements from a certain language in other sentence. It means that code mixing is the use of more languages or codes in discourse which has no clear patterns (Ohoiwutun, 2002). This kind of phenomenon is quite difficult to be differentiated, because it almost has similar characteristics (Chaer and Agustina, 2014). Code mixing is a code which is used, has a function and its autonomy.

Code mixing is like code switching that only the frequency is high and often involves words only (Tarjana, 2009). While other codes which are influenced in conversation is only a pieces of insertion other language (Chaer and Agustina, 2014). If someone uses a word or a phrase from one language, it means he or she is doing code mixing (Fasold in Chaer and Agustina, 2014).

Wardhaugh (1986, p.103) explains that “code mixing occurs when conversant uses both languages at the same time to show that they change from one language to the other in the course of a single utterance”. In addition, Nababan (1991) says that it is a mixing of two or more language or language variation in speech act or discourse without something in using language situation which demands the speaker, it is only because of informal and speaker habit. Suandi (2014) also states that code mixing is language changing by multilingual society, and it is caused by situation changing. Other states that code mixing is process whereby speakers indulge in code switching between language of such rapidity and density, even within sentences and phrases, that it is not really possible to say at any given time which language they are speaking (Trudgill, 1992). It seems from the explanation that language used in conversation is difficult to detect. The use of two languages or more does not deal with the change of situation, topic, and participant. It can be said that code mixing is code variation which other language insert in one utterance when speaking, use two languages, caused by informal situation, and habit of multilingual society.

METHOD

Research Design

The research used descriptive qualitative research. In this case, the researcher collected the data, made an analysis, and made a conclusion in the end. According to Sugiyono (2014) qualitative method is a research method which is used to observe natural object situation.

In this method, the researcher as the main point of the research, the technique of collecting data is done by triangulation technique, the analysis of the data is inductive, and the result of the research are emphasized to the meaning and generalization. In addition, Moleong (2002: 2) states that a qualitative research is a research that does not include any calculation or numeration because the datum are produced in the form of word. It is associated with generating and developing an understanding. In this research, the researcher collected the data by selecting words and phrases representing code mixing in #NebengBoy vlog opening on Boy William’s YouTube channel. The data were collected and analyzed based on their contexts.

The purpose of the research design is to provide the most valid and truthful possible answer to research question. In qualitative research, the researcher has an authority in elaborating what has been found in the source and applying the suitable theory to answer the research question, and the researcher has a role as the key instrument. The design of this research is content analysis because the researcher studies about recorded material within its own context, and the material 34 is YouTube video blogs (vlogs). Content analysis can be carried out with any written material, from documents to interview transcriptions, from media products to personal interviews (Cohen, et. al., 2007: 475). By using this design, the data of the research are collected from printed or recorded material through document analysis.

Nowadays, new devices for recording activities and processes have been developed. Internet formats like Facebook, Twitter, Blog and YouTube are adopted to catch relevant aspects of the life worlds in the twenty-first century. The changing ways of communicating in new media and channels and through new technological devices produce new forms of data. From YouTube video blogs made by Boy William, the researcher analyzed code switching and mixing used there. Thus, the researcher analyzed code mixing used by Boy William by using content analysis design with qualitative approach.

Research Instrument

In identifying the study, the researcher needs some instruments to support it. It is used for collecting the data. The instruments will make the researcher easier to finish the research. The instruments divided in to main instrument and supporting instrument. The first is the researcher herself who as the main point of the instrument, because the researcher uses qualitative research. According to Meleong (2004) qualitative research uses the researcher to help the data analysis to other people as the research instrument, he also states that in a qualitative research the researcher

as a planner, collector, and analyst of the data. Finally, the researcher reports the result of the analysis. Besides, there are some supporting instruments to collect the data which make the researcher easier to analyze and finish the data. The supporting instruments are, pen, papers, computer, and electronic dictionary. Those things used by the researcher in collecting and analyzing the data as supporting instruments.

Technique of Collecting Data

The first technique of collecting data was watching some episodes of #NebengBoy vlog until the end. Then, the researcher collected the data from #NebengBoy vlog. The data were purposive data in the forms of word, phrase, clause, reduplication, idiom, and baster. Based on the forms of the data, the data were classified into six levels of code mixing. After classified the data, the researcher reduced the data based on the levels in the theory, it involved the process of selecting and focusing the raw data into refined data.

Technique of Data Analysis

The researcher did not only collect the data, but also analyze the data to obtain the research's results. In this research, the researcher used content analysis. Gao (1989) states that Content analysis is a set of procedure for collecting and organizing information in a standardized format that allows analysts to make inferences about the characteristics and meaning of written and other recorded material. Elo and Kungas (2007) state that content analysis is a method that may be used with either qualitative or quantitative data and in an inductive or deductive way.

FINDINGS AND DISCUSSION

Based on the data collection that we used, findings and results are discussed in this part:

Levels of code mixing of Boy William's on #NebengBoy vlog opening

By using Suwito's category of code mixing (1988) in the forms of word, phrase, baster, repetition word, idiom and clause, the following table shows the result of code-mixing levels in the data:

No.	Level of Code Mixing	Definition	Example
1	Word Level	Word is the smallest unit of language consists of a morpheme or more than a morpheme	12/09/2020 (#NebengBoy New Generation Eps. 1) Boy: "Hai guys , apa kabar kalian semua?"
2	Phrase Level	Phrase is grammatical analysis to refer to a single element of structure typically containing more than one words, and lacking the subject and predicate structure typical of clauses. Phrase insertion here a sequence of words which is semantically and often syntactically restricted, and functioning as a single unit	23/03/2018 (#Nebengboy S1 Eps. 08) Boy: "kali ini gua pake bay fresh hang n go variant orange pulpy, mood gua ini jadi semakin fresh and fun. "
3	Clause Level	Clause is a unit of grammatical organization smaller than the sentence, but larger than the phrases, words or morphemes and clause having a subject and predicate. Some clauses are	29/08/2018 (#NebengBoy S2 Eps. 05) Boy: " I got Nana Shihab in my car. Hallo ka Nana, you know? It's challenging getting you in the car. Lo tau ga? Banyak orang yang bilang 'lu bakal ditolak',

		independent, so they can stand themselves as sentence or may appear within sentence as grammatically complete statements. Other clauses are dependent, they cannot stand themselves and therefore the meaning upon the reminder or the sentence in which they appear.	‘dia ga akan mau masuk mobil lu’
4	Baster Level	Baster is a combination of two elements and creates one meaning, the form of baster basically forms of English and there is an addition of Indonesian slang affixation or vice versa	29/08/2018 (#NebengBoy S2 Eps. 05) Nana: “Aduh, justru pas Boy pertama kali WA (Whatsapp) gua langsung yes, let’s do this gitu kan
5	Repetition Level	Repetition word is a word formed because of words reduplication.	Rossa: “ I don’t know seriously I don’t know ” 16/04/2019 (#NebengBoy S3 Eps. 04)
6	Idiom Level	Idiom is group of words with a meaning that is different from the meaning of the individual word. It means that idiom creates new meaning that is different from the real meaning of each word	Boy william bahas marion jola, ini reaksi julian jacob ! #nebengboy s3 eps.15 Boy: “Bro banyak banget orang yang awalnya baik tiba-tiba melejit jadi sombong, star syndrome ”

From the table, it can be seen that all levels of code mixing were used in Boy William’s #NebengBoy vlog opening such as word level, phrase level, clause level, baster level, repetition level, and idiom level.

Factors causing the code mixing used in #NebengBoy vlog opening.

Code mixing happens caused by some factors, according to Suandi (2014) the factors that can cause code mixing:

No	Factors of Code Mixing	Definition
1.	Code Usage Limitation	Limitation factors happen if the speaker uses code mixing because of the speaker does not understand about word, phrase, and clause parable in basic language which used.
2.	Popular Term	This factor causes in social life, there are certain vocabularies which has most popular parable.

3. Speaker and Speaker Character	Speaker uses code mixing to the hearer because the speaker has certain purposes. There are some purposes in doing code mixing because of the speaker want to change conversation situation from formal to informal. Besides, the speaker uses code mixing because of habit and informal situation.
4. Conversation Partner	Conversation can be individual addressee or group. In bilingual society, the speaker who usually uses one language can use code mixing if their addressee from same background but uses other language.

5. Domicile and time of conversation	
6. Conversation Modus	Conversation modus is a tool to communicate. It can be spoken modus (face to face, by phone or audio visual), and written modus (letter, newspaper and scientific book).
7. Function and Aim	Language function is used in communication based on the aim of communication. Language function related to certain purpose, like asking, offering, and announcing. Speaker uses language based on the function they expected in context and situation.
8. Types and language speech level	Choosing types and language speech level based on partner consideration. The consideration shows based on the topic or relevance with certain situation.
10. Third Speaker	The factor is caused by third speaker who has different background. It can be intended to appreciate the third speaker.
11. Main Topic	Main topic is a dominant factor in causing code mixing, because it caused by formal and informal topic.
12. Humor	Code mixing is usually used by speaker to show a humor in serious meeting, and used by comedian to entertain the audiences.
13. Prestigious	Prestigious means that the speaker used code mixing because of situation factor, addressee, topic, and other sociosituational factors does not allow the speaker to use code mixing, or in other term the contextual function and relevance function are rising.

The table shows that the factors causing code mixing are various such as code usage limitation, popular term, speaker and speaker character, conversation partner, conversation modus, function and aim, types and language speech level, third speaker, main topic, humor and prestigious.

CONCLUSION

This paper investigates levels of code mixing and factors causing the code mixing in Boy William's vlog opening on YouTube channel. The data show that Boy William on #NebengBoy vlog opening on his YouTube channel utilizes all levels of the code mixing like word level, phrase, word, baster, repetition and idiom. In addition, the factors causing code mixing by Boy William on #NebengBoy opening vlog are various.

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