

CODE MIXING IN “BROWN SUGAR BATTLE” YOUTUBE VIDEO BY TITAN TYRA

Fanny Virginia¹

¹Universitas Putera Batam (UPB), Batam, Indonesia
pb181210003@upbatam.ac.id

Ambalegin²

²Universitas Putera Batam (UPB), Batam, Indonesia
ambalegin@puterabatam.ac.id

ABSTRACT

This descriptive qualitative research essentially aimed to find out the types of code mixing on Brown Sugar Battle video. Titan Tyra published the video on June 17th, 2019. The researchers chose the utterances of Titan Tyra that contained code mixing as the data source of this research. In collecting the data, the researchers conducted observational method and non-participatory technique. Additionally, in analyzing the data, the researchers applied bilingual-differentiating identification method and differentiating comparative link technique. Furthermore, the researcher applied the theory of code mixing proposed by Muysken (2000). The result revealed that the speaker frequently inserted English words and phrases in the utterance of Indonesian language. The speaker mixed language to do the review of brown sugar drink. From 53 data, there were 31 data of insertion and 22 data of congruent lexicalization. The type of insertion became the most frequently uttered type. Also, the speaker did not utter English clause in utterances.

Keywords: Code mixing, Types of code mixing, Insertion, Congruent lexicalization.

1. INTRODUCTION

The phenomena of applying more than one language in utterance have been done by a lot of people, especially bilingual and multilingual. The phenomenon that includes people who speak more

than one language can occur anywhere and at any moment. It can also exist in written or oral communication. Furthermore, it is uncomplicated to comprehend the phenomena because code mixing



can be easily discovered in society. One of the phenomena of code mixing was discovered in Instagram as one of the platforms of social media. *"Buat yang bingung caranya gimana... semoga bermanfaat! Btw ini sampe viral banget, di tiktok 10 juta views wkwkwk! Hasil gabut kemarin malem hahah."* The utterance was taken from the Instagram caption of Jerome Polin. The user inserted three English words in the different position. As a result, the type of code mixing in the utterance above is congruent lexicalization. In accordance with the phenomena above, the application of two languages by the user was influenced by the ability to speak various languages. Accordingly, code mixing phenomenon done by Jerome Polin who is bilingual. Bilingualism is the habit of communicating in two languages with others (Safitri et al., 2017). It happens when people are in a place where their mother tongue is not the language that most people understand, and it happens when individuals believe it sounds cool to speak in a mixed language and they are comfortable with what they are saying.

Language serves a variety of beneficial roles in society. People convey their feelings, emotions, ideas, facts, knowledge, thoughts, and desires through language (Safitri et al., 2017). As a result, language and society have an impact on one another. Language can be functioned to communicate and make communication becomes

much more effective. Human beings need to apply language because language is a tool and human beings are inseparable. The study which puts the close correlation between language, the language users, and their surroundings as the main focus is called sociolinguistics. According to Wardhaugh (2006), sociolinguistics is the study that studies the close connection between language and society to create the advantages of language.

One of the phenomena in sociolinguistics is code mixing. Code mixing is defined as a phenomenon that mixes more than one language for delivering thoughts. As declared by Wardhaugh (1986), Code mixing occurs when a speaker uses more than one language in the same utterance to the point where they change from one language to another. Thus, if there is a presence of additional language in word and the additional language is mixed with the dominant language, it is categorized as code mixing.

Code mixing is the substitution of one language to another language within the same meaning in both oral or written text (Nababan, 1993). It is different from code switching because they as the phenomenon of sociolinguistics have the different contributions. People do not only communicate with the same people in society because they obviously will communicate with different people. In communicating, people need the roles of language, even though the ways people apply language are various. This condition



depends on the speaker and interlocutor. From the explanation above, it can be said as code mixing is the phenomenon found in utterance.

The phenomena of code mixing appear in YouTube videos. It was discovered on the YouTube channel of Titan Tyra. Titan Tyra is known as an Indonesian YouTuber who can speak more than one language. She started her channel in 2008, but she has become more active in uploading her videos since 2015. The thing that makes she can be a popular YouTuber is her fascinating and various content. The content which is chosen to be analyzed is related to bubble tea. Bubble tea is one of the beverages that contain small balls of tapioca. Titan Tyra names the playlist which has seven videos so far as Titan Boba Queen. The researchers chose bubble tea content because it is a popular content and it is viral in social media. Also, the selected video contains code mixing phenomenon. The reason is that the English language is applied jointly with the Indonesian language to express her thoughts regarding bubble tea. The utterance of code mixing is shown below.

Titan Tyra : “Bobanya jadi kecil-kecil dan menurut aku agak **inconsistent** karena beberapa boba itu kayak setengah jadi **shap**nya seperti ini.”

The utterance above involved a speaker who applied more than one language. Furthermore, the speaker argued that the size of the bubble

that was used is small and the shape is quite inconsistent. Based on the utterance above, the researchers found code mixing in the word **inconsistent** and **shape**. The speaker inserted more than one English word or phrase in the utterance of Indonesian language. Hence, the type of code mixing of the utterance above is congruent lexicalization.

In doing this research, the researchers took two research which have the relevance with the topic. Aini (2015) investigated the types and reasons of code mixing in Suhay Salim beauty vlogger. The research aimed to determine how Suhay Salim applied more than one language in utterances. The data source was eight YouTube videos that were published from January until October 2018. In collecting the data, this research took qualitative research and was supported by some primary instruments. In analyzing the data, the researcher applied the theory of Muysken (2000) and the theory of Weinreich (1963). After analyzing the data, the type of insertion became the most dominant type. Meanwhile, based on the reasons of code mixing, nine words were categorized as low-frequency word, three words that were categorized as pernicious homonymy, eight words that were categorized as the development and knowledge of a new culture, four words of social value, and six words of oversight.

The second research was done by (Ahmad et al., 2019). The aim of their study was to investigate the



types of code mixing used in a magazine. It applied the theory of Muysken (2000) The object of research was a magazine from some editions in several publications of the *Aplaus* magazine from April to July 2016. Moreover, the data were collected by applying the purposive sample technique. It adopted descriptive-qualitative approach supported by simple statistic calculation (percentage). After analyzing 46 data, the researchers found the results. There most dominant was insertion, and congruent lexicalization did not present in the magazine.

The previous and this present research applied the theory of Muysken (2000) and have the same objective which is code mixing. The data source is different. The previous research took a magazine, but this research took a YouTube video. Specifically, this research investigated the types of code mixing produced by Titan Tyra in *Brown Sugar Battle* video.

2. LITERATURE REVIEW

2.1 Sociolinguistics

Sociolinguistics closely linked to language and society. Meyerhoff (2006) expressed that sociolinguistics is a very broad field, and it can be referred to many different ways of studying languages. Sociolinguistics truly concerns with the close correlation between language, society, and the things that are associated with language and society. As the things that cannot be separated, they

should not be judged based on their roles. The reason is that they have their contribution in making language exists. Therefore, the parts of language in society are needed to be studied. Part or study of language that puts the relationship between language and society as the main focus is sociolinguistics. One of the things in sociolinguistics is code mixing.

2.1.1 Code Mixing

Language has two types of codes namely code switching and code mixing. A language or a variety of a language might be described as a code (Oktaviani et al., 2021). People as language users have the chance to discover the phenomenon of mixing more than one language in utterance. The phenomenon is known as code mixing. According to Muysken (2000), code mixing happens when lexical and grammatical features from more than one language present in a sentence or a clause. People who can speak more than one language almost always mix language to express their thoughts. The existence of code mixing found in every utterance does not always show the similarity. According to Muysken (2000), there are some types of code mixing. Those are insertion, alternation, and congruent lexicalization.

a) Insertion

Muysken (2000) stated that insertion is the type of code mixing that happens when the speaker presents another language in the



sentence of the first language. Insertion is the type of code mixing that happens when the speaker presents another language in the sentence of first language. Moreover, the language that is presented can be in word or phrase as long as the speaker only presents the additional language in one position. Insertion occurs when a word or phrase from a foreign language is inserted into the sentence structure of the main language (Aini, 2015).

b) Alternation

Muysken (2000) declared that alternation appears between structures from languages. Based on the definition, it can be meant that alternation is the type of code mixing that happens when the speaker presents another language in the utterance of first language. Also, the speaker uses both languages jointly. Furthermore, their uses are equal in the sentence as a clause. Therefore, after applying one clause of a language, the speaker applies a clause of another language.

c) Congruent Lexicalization

According to Muysken (2000), congruent lexicalization happens in material from different lexical inventories into a shared grammatical structure. It can be said as congruent lexicalization is the type of code mixing that happens when the speaker presents more than one language in more than one position whether it is in word or phrase. Furthermore, Aini (2015)

declared that congruent lexicalization is a code mixing process in which two languages share grammatical structures that can be filled lexically with material from either language.

3. RESEARCH METHOD

In this research, qualitative research was applied to show descriptive data by involving utterance or written words. Qualitative research shows a descriptive to analyze phenomena in society in more detail (Creswell, 2013). In collecting data, the researchers applied the observational method. Observational method refers to a method of collecting data that is done by observing the data (Sudaryanto, 2015). Additionally, the researchers applied non-participatory technique to collect the data. In analyzing the data, this research applied bilingual-differentiating identification method and differentiating comparative link technique (Sudaryanto, 2015). Additionally, the theory of analyzing the data is types of code mixing proposed by Muysken (2000).

4. RESULTS AND DISCUSSION

4.1 Results

This research showed code mixing existed in the YouTube video. There were 53 utterances of code mixing produced by Titan Tyra. The types are insertion, alternation, and congruent lexicalization. The total of directive acts is shown in table 1. After collecting the data, they were

classified into the classification table. In table 1, the data were analyzed and classified based on the theory proposed by Muysken (2000) which are insertion, alternation, and congruent lexicalization.

Table 1. Frequency of Code Mixing Found in *Brown Sugar Battle* Video

Types	Inserted English word	Freq
Insertion	Channel, review, bias, brown sugar fresh milk, brown sugar, judge, passion, side to side, make sure, no ice, diluted, next, chemicals, typical, chewy, clean-cut, soft, golden honey, rating, grand opening, machine, so far, strong, dessert, final score, subscribe, and newest player in town.	31
Alternation	-	-
Congruent lexicalization	Channel + queen, review + exclusive + grand opening, brown sugar + consistency, guys + guys, creamy + not my favorite, brown sugar fresh milk + creamy, soft + guys, so far + brown sugar, brown sugar + brown sugar + special, brown sugar + brown sugar, brown sugar swirls + cup, creamy + dessert, inconsistent + shape, consistency + chewy, brown sugar + brown sugar + roasted, strong + brown sugar, ambassador + guys, brown sugar + toasted, rating + emotional, full cream milk + dairy, review + brown sugar milk, review + brown sugar milk tea, post + upload,	22
Total		53

4.2 Discussion

DATA 1

Titan: "Hai semuanya, kembali lagi di **channel** aku boba **queen**."

The utterance above contained code mixing. It happened because the speaker inserted two English words in the utterance of Indonesian language. The words that were inserted are **channel** and **queen**. Hence, the type of code mixing of utterance above is **congruent lexicalization**.

DATA 2

Titan: "Aku akan kasih **review** sangat jujur untuk kalian."

The utterance above included code mixing. The phenomenon of code mixing occurred because the speaker inserted an English word. **Review** is the word taken from English language as the additional language. The word was inserted into Indonesian sentence. Hence, the utterance above showed the type of **insertion**.

DATA 3

"Tanpa **bias** sama sekali."

Because a word from another language was inserted into the Indonesian sentence, code mixing occurred in the utterance above. The code mixing in the utterance occurred as a result of the insertion of an English word. The word **bias** was inserted into the Indonesian sentence. As a result, the utterance above demonstrated the type of **insertion**.

DATA 4

Titan: "Dan biasanya bobanya itu **dicelup** atau dimasak dengan **brown sugar** juga."

The utterance above showed the phenomenon of using more than one language. It happened because of the existence of an English phrase. The speaker inserted the phrase **brown sugar** into Indonesian sentence. Accordingly, the code mixing in the utterance is **insertion**.

DATA 5

Titan: *"Jadi aku akan nge**judge** tiga poin dari masing-masing minuman."*

The phenomenon of code mixing was demonstrated in the above utterance. It occurred because the speaker inserted an English word into Indonesian sentence. **Judge** is the word that was inserted. As a result, **insertion** is the type of code mixing used in the utterance.

DATA 6

Titan: *"Tapi memang bener-bener ini **passion** aku. Yang belum pernah aku nyobain hanya belum, semuanya sudah pernah aku nyobain."*

The utterance above included the phenomenon code mixing. It occurred because the speaker uttered an English word. The word **passion** was inserted into Indonesian sentence. Therefore, the code mixing in the utterance displayed the type of **insertion**.

DATA 7

Titan: *"Dan ini **review** yang sangat **exclusive** karena Xing Fu Tang aja belum **grand opening**."*

The insertion of the word **review**, **exclusive**, and the phrase **grand opening** demonstrated the phenomenon of code mixing. The words and phrase were taken from English language as the additional language. Furthermore, the type of code mixing in the utterance above is **congruent lexicalization**. The reason for this is that the speaker inserted more than one English word

and a phrase in the utterance of the first language.

DATA 8

Titan: *"Aku akan kasih lima bintang untuk susunya, **brown sugarnya**, dan juga lima bintang untuk **consistency** dari bobanya serius banget ya hari ini."*

Due to the insertion of the phrase **brown sugar** and the word **consistency**, code mixing occurred. The words were taken from English language as the additional language. Additionally, **congruent lexicalization** is the type of code mixing used in the utterance above. The reason is that the speaker inserted more than one English word and a phrase in the utterance of the first language.

DATA 9

Titan: *"Liat dong **guys** dia cuma setengah gelas jadi menurut aku ini lumayan pelit ya **guys** kokumi ini."*

The utterance above showed the phenomena of mixing language or code mixing. The speaker inserted two words from English language. The word was uttered in two positions of Indonesian sentence. Accordingly, **congruent lexicalization** is the type of code mixing in the utterance above.

DATA 10

Titan: *"Jadi, yang paling aku suka dari ini adala susunya. Susunya tuh spesial banget ada rasa unik seperti es krim. Lalu, **creamy** banget susunya. Bobanya **not my favorite***



karena dia bulat biasa aja, tapi agak keras di bagian tengah bobanya. “

Code mixing was the phenomena of the utterance above. It happened as the result of the insertion of an English word and phrase. The word is **creamy** and the phrase is **not my favorite**. Therefore, **congruent lexicalization** is the type of code mixing in the utterance.

DATA 11

Titan: *“Menurut aku minuman **brown sugar fresh milk** itu susunya harus tebal dan sangat **creamy** dan ada banyak rasa gitu.”*

The utterance above contained code mixing. It happened because the speaker inserted two English words into an Indonesian sentence. The phrase **brown sugar fresh milk** and the word **creamy** are the inserted words. Thus, the type of code mixing of utterance above is congruent lexicalization.

DATA 12

*“Bobanya kok **soft** banget ya? Enak loh **guys**.”*

The utterance above showed code mixing. It occurred because of the insertion of more than one English word. **Soft** and **guys** are the two English words that were inserted into an Indonesian sentence by the speaker. As a result, the type of code mixing in the utterance above is **congruent lexicalization**.

DATA 13

Titan: *“Karena menurut aku bobanya **so far** paling enak, tapi menurut aku*

*pemenang dari minuman ini adalah **brown sugarnya**.”*

The speaker showed code mixing in the utterance above. It happened because the speaker inserted English language in more than one position. It is clear from the use of an English word **so far** and the phrase **brown sugar**. Hence, the type of code mixing made by the speaker is **congruent lexicalization**.

DATA 14

Titan: *“Kalau mereka mau bikin **brown sugar** seri, harusnya mereka bikin boba yang **brown sugar** boba yang **special** untuk minuman ini saja.”*

The utterance above demonstrated the phenomenon of code mixing. It existed because more than one English word or phrase was inserted. The speaker inserted the phrase **brown sugar** in two positions and the word **special**. Therefore, **congruent lexicalization** occurred in the utterance above.

DATA 15

Titan: *“Jadi harusnya, ini ada **brown sugar swirls** gitu dekor di keseluruhan cupnya.”*

The preceding utterance used code mixing. It occurred as a result of the use of an English phrase and word. **Brown sugar swirls** and **cup** are the inserted word and phrase. The speaker inserted an English phrase and word in the utterance of the first language. Accordingly, **congruent lexicalization** is the type of code mixing of the utterance above. The



reason for this is that the speaker inserted additional language into the sentence of first language.

5. CONCLUSION

Code mixing can be found through YouTube as one of the platforms that involve oral communication. YouTube is a platform that can be easily accessed and provides phenomena of sociolinguistics. Nowadays, social media plays a very influential role. The existence of social media has changed the way people live their life. It also allows people to establish the virtual communication. People can communicate through oral and written communication in social media.

REFERENCES

- Aziz, Z. A., Achmad D., & Fadlun, M. (2019). What types of codes are mixed?: An investigation of code mixing in a magazine. *English Education Journal*, 10(2), 196–211. <http://www.jurnal.unsyiah.ac.id/EEJ/article/view/13879/10494>
- Aini, I. (2015). Code mixing in Suhay Salim beauty vlogger. *English Department, Languages and Arts Faculty, State University of Surabaya*, 7(1), 1–7. <https://jurnalmahasiswa.unesa.ac.id/index.php/language-horizon/article/view/32198/29175>
- Creswell, J. W. (2013). *Research design: qualitative, quantitative and mixed methods approaches*. L. Habib (Ed.), (3rd ed.). SAGE Publications.
- Meyerhoff, M. (2006). *Introducing Sociolinguistics*. New York: Routledge.
- Muysken, P. (2000). *Bilingual Speech: A Typology of Code Mixing*. Cambridge: Cambridge University Press.
- Nababan, P.W.J (1993). *Sosiolinguistik. Suatu pengantar* (4th). Jakarta: Gramedia Pustaka Utama.
- Sudaryanto. (2015). *Metode dan aneka teknik analisis bahasa*. Yogyakarta: Universitas Sanata Dharma.
- Wardhaugh, R. (1986). *An*



Introduction to Sociolinguistics.
Australia: Blackwell Publisher
Ltd.

Wardhaugh, R. (2006). *An
introduction to Sociolinguistics.*
Australia: Blackwell Publishing
Ltd.