

# CODE-MIXING IN CINTA LAURA'S VLOG

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## Abstract

Mixing two languages in Indonesia is currently happening. Communities in big cities often combine the use of two languages in life and influence others to do so. This phenomenon can be called code-mixing. The purposes of this study, researchers to analyze the types of code-mixing Cinta Laura's vlog and to identify the most dominant types of code-mixing. This research used Musyken (2000) theory about code-mixing. The data were taken from Cinta Laura's vlog updated from February until March 2020. The researchers used descriptive qualitative method. There were types of code-mixing, found in Cinta Laura's Vlog namely insertion, alternation and congruent lexicalization. In addition, the data also showed that insertion is the dominant type of code-mixing that is most found. .

**Keywords:** Factors Motivation, Code-Mixing, Vlog

## INTRODUCTION

Nowdays, many people have become accustomed to interacting with English whether realized or not. This habit can occur through the use of gadgets, electronics, education, entertainment, and games that use a lot of English in their speech. English is often used besides Indonesia language by Indonesian (Aini, 2015). Moreover, the most significant change is that there is a lot of language mixing done by people living in big cities, for example in South Jakarta. In linguistics, we study this phenomenon in pragmatic. According to Levinson (cited in Kuswandi & Apsari, 2019) pragmatics are the study of language from a functional perspective, that is attempts to explain facets of linguistic structure by reference to non-linguistic pressure and causes. Then, the phenomenon of mixing languages between English and Indonesian can be known by code-mixing.

Code-mixing is the use of two languages together with the conversant to the extent that they change from one language to another in the course of a single utterance (Wardough, 1986, cited in Sukrisna, 2019). Then, the speaker use one dominant language, but he or she also uses one other language in the same sentence (Gunawan & Suparti, 2018). In addition to real life, this code-mixing phenomenon is also often encountered on social media. According to Riaz (2019) says social media site called Youtube is an immensely lucrative way to spread information, publicizing services and products. Creator content in Youtube, many share information that people need both in terms of education and entertainment. There are already many content creators in Indonesia who become an inspired figure for the community.

One of the young content creators and also famous as one of the talented and intelligent artists, namely Cinta Laura. Cinta Laura's is one of the recognizable artists talented both in terms of role art and sound art. Moreover, Cinta Laura's is now enlivening Youtube by sharing fun content also on her Youtube account. From the content of daily life, habits as well as hobbies he shared with his loyal audience. In each video she shared, researcher found phenomena and evidence that Cinta Laura's often interferes with English and Indonesian.

Based on the explanation above, so the purposes of this study are to analyze the types of code-mixing Cinta Laura's vlog and to identify the most dominant types of code-mixing.

## METHOD

In this research, researchers used a descriptive qualitative method. The definitive step-by-step resource for qualitative methods are collecting evidence, crafting analysis, and communicating (Willey, 2019). In addition, researchers provide the results of the research by using a table containing sentences to be categorized as code-mixing types. This research, Cinta Laura's was chosen by the researchers as the subject because she often used code-mixing on each of her vlogs. The three videos selected by the researcher to be analyzed as sample data are entitled "Baju Artis Cuma Segini Cinta Laura Kiehl Room Tour", "Masak Makanan Sehat Supaya Tidak Mudah Terserang Virus Ala Cinta Laura Kiehl", And "My Nighttime Skin Care Routine! Tips Wajah Cantikk Cinta Laura Kiehl".

This research, the data were analyzed by using the theory of Musyken (2000). Based on the theory of Willey (2019), the first step to start this research is to collect information through watching the videos. The second is researchers analyzed of available data. Then, the third compiles the results by categories the types of code-mixing based on Musyken (2000) theory. The last, the researchers discuss the conclusion.

## RESULTS AND DISCUSSION

### Results

**Table 1.**  
**The 1<sup>st</sup> Vlog entitled : "Baju Artis Cuma Segini Cinta Laura Kiehl Room Tour"**

No.	Utterance	Types of Code-Mixing
1.	... ini daerah, mmm apa ya daerah <b>closet space</b> aku mungkin. Banyak celebrity seperti, <b>I don't know</b> , Kylie Jenner, Beyonce...	Insertion
2.	Karena aku tau uang yang aku pakai <b>shopping</b> bisa aku pake buat hal-hal yang berguna.	Insertion
3.	Ini <b>closet</b> yang agak <b>random</b> .	Insertion
4.	<b>So, basicly</b> ini <b>cabinet</b> celana panjang aku.	Insertion
5.	... untuk ngebangun <b>confident</b> buat mereka, dan pokoknya kepercayaan diri dan <b>self-esteem</b> mereka.	Insertion
6.	Sepatu favorit aku yang hampir butut ini, <b>I love this so much</b> .	Alternation
7.	<b>And I am a very simple girl</b> , aku hanya punya dua botol perfume. <b>But its more than enough</b> .	Alternation
8.	... supaya aku kelihatan <b>fashionable</b> dan ngerti <b>fashion</b> .	Insertion
9.	Kalian pasti mikirnya kalau jadi <b>celebrity</b> , atau <b>public figure</b> pasti tas nya ada segudang atau tas <b>branded</b> gitu.	Insertion
10.	Aku mau nunjukin <b>corner</b> ini.	Insertion

**Table 2.**  
**The 2<sup>nd</sup> Vlog entitled : “Masak Makanan Sehat Supaya Tidak Mudah Terserang Virus Ala Cinta Laura Kiehl”**

No.	Utterance	Types of Code-Mixing
1.	Dan pas banget waktunya makan siang, <b>but let me first show you my fridge.</b>	Alternation
2.	<b>And then</b> , kadang-kadang ikan suka sedikit amis ya, jadi pake <b>lime</b> atau jeruk nipis, <b>and just a little bit</b> mungkin segitu.	Congruent
3.	Sekarang aku akan <b>marinate</b> ikan nya.	Insertion
4.	Dan cara potonya juga <b>simple</b> gak ada <b>method</b> tertentu.	Insertion
5.	<b>So</b> , ini <b>track</b> yang aku pelajarin dulu potong aja <b>cut all of around</b> sampai ketemu lagi puter, <b>look at that!</b>	Congruent
6.	... biasanya hanya sepermpat aja, <b>mmm the smell so good, right?</b>	Alternation
7.	Sekarang kita akan <b>mix salad</b> nya gais, dicampur sampai keliatan semua sayuranya kena <b>dressing</b> .	Insertion
8.	Mungkin sebagian dari kalian merasa makan tanpa <b>dessert</b> itu kurang <b>complete</b> .	Insertion
9.	Antioksidan itu ngebantu untuk memperlambat kerusakan sel, <b>now I'm gonna have a dark chocolate as my dessert.</b>	Alternation
10.	Jadi itu hari ini, itu hari ini? hahaha <b>what's that mean?</b>	Insertion

**Table 3.**  
**The 3<sup>rd</sup> Vlog entitled : “My Nighttime Skin Care Routine! Tips Wajah Cantikk Cinta Laura Kiehl”**

No.	Utterance	Types of Code-Mixing
1.	Hari ini aku akan <b>unboxing silver play button</b> pertama aku dari Youtube, <b>I'm so happy with that.</b>	Alternation
2.	Aku punya mesin ini yang katanya sih ngebantu ngebersihin muka biar lebih bersih, <b>so I do is</b> aku basahin ini.	Insertion
3.	Jadi mungkin setiap <b>side</b> 20 detik.	Insertion
4.	Kalau kalian keringin muka jangan keras-keras di kulit kalian, <b>just tap because your skin sensitive.</b>	Alternation
5.	... karena ini yang bener-bener ngebersihin sisa-sisa <b>makeup</b> , debu, polusi lain-lain dari kulit kalian, <b>so I makesure my face is really clean.</b>	Alternation
6.	Kalau umur kalian masih muda sekali, kalian bisa pilih <b>facial wash</b> yang bener-bener <b>gentle</b> dan bahan-bahannya senatural mungkin jangan sampai banyak <b>chemical</b> nya.	Insertion
7.	... aku recommend untuk mulai dari umur 16 keatas, karena <b>eye cream</b> salah satu produk yang bener-bener bisa ngebantu kalian untuk memperlambat <b>wrinkling process</b> di daerah mata.	Insertion
8.	Aku pakai night cream untuk menambah <b>moisture</b> dikulit.	Insertion

9.	Sebisa mungkin selalu jaga kebersihan muka <b>and that washing your face before you gonna sleep its very important.</b>	Alternation
10.	Dan sebisa mungkin pake moisturizer malem-malem biar muka gak kering dan mudah-mudahan <b>you can stay forever young.</b>	Alternation

Based on Musyken (2020) theory, there are three types of code-mixing namely insertion, alternation and congruent lexicalization. The results that researchers have found, insertion the most dominant type of code-mixing appears with a percentage of 60%. Furthermore, alternation was the second-highest result with 33.3% and congruent lexicalization of 6.7%.

**Table 4**  
**Percentages of the types code-mixing**

No	Type Of Code-Mixing	Percentage
1.	Insertion	60%
2.	Alternation	33.3%
3.	Congruent Lexicalization	6.7%

From the results above, researchers found the dominant types code mixing is insertion, followed by alternation and congruent lexicalization.

## Discussion

Based on findings from data taken from Cinta Laura's utterance in her vlog, researcher also found that there are three types of code-mixing in her vlog. There are three types of code-mixing namely; insertion, alternation, and congruent lexicalization. Musyken (2000, cited in Azis, Achmad & Fadlun, 2019) says explains that code mixing is typically divided into three main types; insertion, alternation and congruent lexicalization.

The first, researchers found 60% of insertion types of code-mixing as the most dominant occurred in Cinta Laura's vlog. According to Musyken (2000) explain that insertion involves the incorporation of lexical items or entire constituents from one language into a structure of another language. In addition, will occur happened when the word or the phrase from foreign language are interested into main language structure of sentence (Aini, 2019). The phenomenon of insertion in Cinta Laura's vlog occurs can we see the behavior of spontaneity from her by changing the word or phrase from main language (Indonesian) into foreign language (English) without changing sentence structure or language structure. There is example of the insertion type of Cinta Laura's vlog :

a. Shopping

"Karena aku tau uang yang aku pakai **shopping** bisa aku pake buat hal-hal yang berguna."

"Because I know the money that I use shopping can be used for useful things."

"Shopping" means "belanja" in Indonesia. From the sentence above, Cinta Laura's changed the position of the word "belanja". This phenomenon is called insertion, and this phenomenon can often be encountered in her vlog.

The second, alternation means the alternation between structures from language (Musyken, 2020). In addition, according to Aini (2019) says that the number of mixing words in alternation type is, of course, higher and more complex than the insertion type. In Cinta Laura's vlog, she also performs alternation types although not as often as insertion types. There is example of the insertion type of Cinta Laura's vlog :

- b. “Dan sebisa mungkin pake moisturizer malem-malem biar muka gak kering dan mudah-mudahan **you can stay forever young.**”
- c. “And as much as possible use moisturizer in night let the face not dry and hopefully you can stay forever young.”

Based on the example above, it is a mixing of language by Cinta Laura’s at the end of her sentence. Then, changes that occur in more alternation, we call clauses changes. Moreover, the change that occur do not change the meaning contained in the sentence.

The third, congruent lexicalization is the influence of dialect within language use (Musyken, 2000). Then, in the process of congruent lexicalization, there is a linear and structure equivalence on the syntactic level between the two language (Fanani & Ma’u, 2018). In addition, this type occurs if Indonesian and English language continues to be done interchangeably. In Cinta Laura’s vlog, she rarely does this type and researchers found only two data samples from her three vlog. There is example of the insertion type of Cinta Laura’s vlog :

- d. “**So, ini track** yang aku pelajarin dulu potong aja **cut all of around** sampai ketemu lagi puter, **look at that!**”
- e. “**So, this is the track I have learned cut all of around until meet again, look at that!**”

From the example above, it is one of the phenomena congruent lexicalization found in Cinta Laura’s vlog. In this phenomenon, we can see the transmission of two different languages continues to be done by her. The phenomenon of the congruent lexicalization type found only 2 out of 30 data samples.

The results of the analysis that researcher has done, found that the type most often Cinta Laura’s use in the first video in Table 1 is the total insertion has eight, then alternation has two, and the last congruent lexicalization has zero. Furthermore, the second video in Table 2 is the total insertion has five, then alternation has three, and the last congruent lexicalization has two. The last video in Table 3 is the total insertion has five, then alternation has five, and the last congruent lexicalization has zero.

## CONCLUSION

Code-mixing has three types namely; insertion, alternation and congruent lexicalization. From this research, researchers found that of the most dominant type by Cinta Laura’s vlog, then 18 out of 30 samples were insertion with a percentage of 60%. Moreover, alternation came in second place where researchers obtained 10 alternations from 30 samples with a percentage of 33.3%. The last, congruent became the type to get the last position because only 2 congruents were found out of 30 samples with a percentage of 6.7%.

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