CODE MIXING IN INDONESIAN BEAUTY VLOGGERS

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Abstract

Indonesian people today tend to be happier and more intellectual to combine two or more languages in every sentence and upload them to social media, one of which is the social media Youtube. This study aims to know types of code mixing that is used by beauty vlogger and to find out the dominant code mixing. This research uses descriptive qualitative research and the data were gathered from the videos, then transcribed and analyzed based on Suwito's theory and describes the reasons for using code mixing in a vlog. From three videos, it can be found that there are three code mixing that used by beauty vloggers, they are code mixing of word 82,1%, phrase 14,3% and clause 3,6%. Besides, the most dominant code mixing is word, because it arises as a result of daily habits, to show trends, adapt to situations, and to show their prestige.

Keywords: Code-Mixing, Linguistic Form, Beauty Vloggers

INTRODUCTION

In the development of modern society today, people tend to be more happy and feel more intellectual to use online media, almost everyone has a social media account, one of them is YouTube and many more. Social media users do all the talk and also the interaction. Based on Watie (2016) social networking or social media is a level of communication that merges in one place that has changed the world a lot and opens the opportunity for each individual involved to express their opinion freely. It also Hapsari (2019) stated social media is an online media site, its users can easily participate, share and create content covering blogs, social networks and virtual worlds. Meanwhile, David, Sondakh, and Harilama (2017) said, social media has begun to shift the position of old media in delivering information. From the definition above, social media is social media is an online media that supports social interaction by inviting anyone who is interested in contributing openly and sharing information indefinitely. One of the social media that is widely used today is Youtube. This is one of the fastest growing social media compared to other social media. Until now Youtube is estimated to have more than one billion active users worldwide. Its extensive network encourages people to be updated with trends and news throughout the world and to share their interests and voices with a wider audience of young and old alike.

Based on theory Youtricha (2019), the very rapid development of Youtube nowadays makes people interested in accessing it, not only to get information but also to get entertainment through various kinds of Youtube content. Meanwhile, David, Sondakh, and Harilama (2017) said Youtube has more than one billion users which is almost a third of all internet users. It is also stated theory put forward by (Obar & Wildman, 2015) one of the internationally used and busy social media sites Youtube. So from the definition above, Various video content can be accessed on Youtube, ranging from music, movies, news and information, sports, lifestyle, gaming, and vlogs. Youtube is a very profitable way to spread information, publicize services

and products, including beauty products which is usually described in a video made by a beauty vlogger.

According to David, Sondakh, and Harilama (2017) Vlog or Video Blog, as the name implies, is a video blog. More specifically, a Vlog is a video containing opinions, stories or daily activities that are usually written on a blog. One type of vlog that is of great interest to women, especially women, is a vlog about beauty. This phenomenon also gave rise to the presence of Beauty Vlogger, namely content creators who specialize in sharing information related to the world of beauty. Widodo and Mawardi (2017: 64) as cited in Agustiara (2019) state beauty vlogger is someone who creates as well upload videos about beauty. Meanwhile, Forbes (2016) as cited in (Aini, 2015) said that the current professional trends that we often hear as beauty vloggers or beauty influencers use their skills in dressing to partner with certain cosmetic brands, to earn money while building audience awareness to use products used by a beauty vlogger or this beauty influencer.

In Indonesia, there are several beauty vloggers or beauty influencers who are currently becoming idols and are already very popular. Of the many beauty vloggers who are currently famous in Indonesia, including Suhay Salim, Tasya Farasya and Fathinrm. These three beauty vloggers often confuse their words between Indonesian and English and vice versa. In every videos they make there is a case of mixed language. English is used in the form of words, phrases or clauses and then unites them in Indonesian. This is one example of the code-mixing phenomenon that occurs on YouTube. Therefore, these three people deserve to be beauty vloggers who often mix languages and make them suitable as objects of study on code mixing.

There are many cases of code mixing that occur on YouTube. This also happens to YouTube users in Indonesia that they tend to mix their speech between Indonesian and English and vice versaoften considered cool and cool. This has an impact on the growth of Indonesian as a national identity. English has become an International language and has a negative impact on the development of Indonesian. Code mixing is a problem in a multilingual society. The code mixing event was caused by the mastery of the formal variety of Indonesian. According to (Riaz, 2019) People not only employ English expressions out of need but also due to willingness and desire to be associated with the elite and educated class. Based on Thelander in Aslinda and Syafyahya (2007) cited in (Hastuti, 2020) Mixing code is a speech event of clauses and phrases that are used consisting of mixed clauses and phrases, but do not support individual functions. Furthermore, Nababan (1984) as cited in (Saraswati, 2020) said that code mixing is a condition in which a person mixes two or more languages or variations in a language act without anything in a language situation that requires mixing of languages to occur.

Therefore, based on the definition above, code mixing used by someone because they have more than one language, resulting in the mixing of languages consisting of two or more languages in a speech. Symptoms that often damage the Indonesian language is code mixing. Code mixing is a main code or basic code that is used to have function and autonomy, while the other codes involved in using the language are only pieces, without function and autonomy as a code. Code mixing occurs when a speaker using a language predominantly supports a speech inserted with other language elements. This usually relates to the characteristics of the speaker, such as: social background, level of education, religious sense. Code mixing also includes linguistic convergence.

Hoffman (1991) as cited in Samsi (2016) clarified that the types of code mixing are :
1. **Intra-sentential mixing**

Intra-sentential mixing, namely mixing code that occurs in phrases, clauses, or sentences.

2. **Intra-lexical code mixing**
   Intra-lexical code mixing, namely mixing code that occurs in word.
3. **Involving a change of pronounciation**
   Involving a change of pronounciation, namely mixing code that occurs at the phonological level.

Meanwhile, according to Suwito (1985) as cited in Nuraeni, Farid, and Cahyati (2018) based on the language element, there are several forms of code mixing. The following terms are the word form, phrase form, clause form, idiom form, and so on, namely :

1. **Word**
   Word is the smallest independent language unit.
2. **Phrase**
   Phrase is a combination of two or more words that have meaning..
3. **Clause**
   Clause is a component of sentence, which has a subject and predicate but, it has no endmark.
4. **Expressions or idioms**
   Idiom is a phrase or clause which the meaning could not be identified directly.
5. **Baster form (a combination of original and foreign formation), and**
   Baster is language use which is not original.
6. **Word Repetation.**

The simple principle in code mixing is that words, phrases or clauses in a foreign language are used in the construction of the original language. So, words, phrases, clauses in English, for example used in Indonesian construction, can also be vice versa. Sometimes, mixing code in a clause setting is indeed quite difficult to detect. When we see that the clause spoken seems longer, we can instead assume that the code mix is only in the order of phrases.

METHOD

The method used in this research is qualitative descriptive by taking samples from three Indonesian beauty vloggers on their YouTube channel. According to Sukmadinata (2011) as cited in (Saraswati, 2020) qualitative descriptive research describes and describes existing phenomena, both natural and human engineering, with more attention to the characteristics, quality, and linkages between activities. Meanwhile, Hapsari (2019) stated the purpose of qualitative descriptive research is to describe the actual events of an object so that it can obtain objective data about the actual state of the object under study. The steps used in data collection are grouping YouTube from April to June. The researcher chooses three YouTube videos from three Indonesian beauty vloggers namely Suhay Salim, Tasya Farasya and Fathinrm. Based on Suwito (1985) as cited in (Nuraeni, Farid, and Cahyati (2018) in analyzing data by watching and listening to vlogs. Transcript of the conversation. After that, grouped by mixing the code contained in the video.

RESULTS AND DISCUSSION
Results

According to Nuraeni, Farid, and Cahyati (2018) The following table of code mixing forms used by the three YouTube videos from three Indonesian beauty vloggers can be classified as follows:

Table 1. Form of Code Mixing Used by Suhay Salim

Time	Sentences	Form of code mixing					
		Word	**Phrase**	**Clause**	**Idiom**	**Baster**	**Word Repetition**
00:08	*My Favorite* yaitu produk apa saja yag gua suka dibulan Mei kemaren	-	-	my favorite	-	-	-
01:18	tapi enaknya dia kaya *oil* doang gitu loh	oil	-	-	-	-	-
04:54	karna dia *unique* sih menurut gua	unique	-	-	-	-	-
05:55	dan digua ini tidak ada *effect* bikin kering sama sekali	effect	-	-	-	-	-
06:00	jadi kaya sangat *slow* gitu kerjanya	slow	-	-	-	-	-
06:59	jadi *packaging*nya kaya *diamond*	Packaging, diamond	-	-	-	-	-
07:05	dan wanginya bener- bener kaya *jasmine*	jasmine	-	-	-	-	-
08:46	*oh my God* padahal belum gua cuci	-	Oh my God	-	-	-	-

Table 2. Form of Code Mixing Used by Tasya Farasya

Time	Sentences	Form of code mixing

		Word	Phrase	Clause	Idiom	Baster	Word Repetation
00:29	dan ini tuh *ingredients* semuanya itu aman untuk ibu hamil	ingredients	-	-	-	-	-
00:41	Aku udah masukin ke *current favorites* aku juga	-	current favorites	-	-	-	-
00:42	karna dia ngebersihin makeupnya *effortless* banget	effortless	-	-	-	-	-
00:50	dan ternyata *unique* nya itu adalah..	unique	-	-	-	-	-
01:46	Rangkaian produknya *affordable* gituu	affordable	-	-	-	-	-
05:07	nanti aku akan *insert* harganya	insert	-	-	-	-	-
05:38	Nah, *next* kita aka nada produk terakhir	next	-	-	-	-	-
06:15	Ini efek *cooling* nya itu bias membantu meredakan	cooling	-	-	-	-	-
07:53	Bisa dijadikan *option* karna ini enak	option	-	-	-	-	-
08:35	Itulah *review* nya	review	-	-	-	-	-

Table 3. Form of Code Mixing Used by Fathi Nrm

Time	Sentences	Form of code mixing					
		Word	**Phrase**	**Clause**	**Idiom**	**Baster**	**Word Repetation**
00:07	Aku bakalan bikin *review* dari produk terbarunya …	review	-	-	-	-	-
00:25	*So*, yang pertama aku bakalan…	So	-	-	-	-	-
02:16	Bener – bener *stain* banget di bibir	stain	-	-	-	-	-
04:09	Aku ga tahu ini udah *sold out* atau engga	-	sold out	-	-	-	-
04:18	*Fix* ini warna yang aku suka sih	Fix	-	-	-	-	-
04:34	Ok jadi *conclusion* nya adalah…	conclusion	-	-	-	-	-
05:18	Kaya lebiih *worth it* gitu harganya	-	worth it	-	-	-	-
05:23	*Especially* aku lebih suka	Especially	-	-	-	-	-
05:32	Kayaknya agak *off* kalau pake tiga warna ini	off	-	-	-	-	-
05:37	Harus beberapa *layer* baru sigelap ketutup	layer	-	-	-	-	-

Discussion

From the tables above the researcher can describe the linguistic forms to use code mixing from Youtube Videos by Indonesian beauty vloggers as whole bellow :

	Word	Phrase	Clause	Idiom	Baster	Word Repetation
Suhay Salim	6	1	1	0	0	0
Tasya Farasya	9	1	0	0	0	0
Fathi Nrm	8	2	0	0	0	0
Total	23	4	1			
Total (%)	**82,1**	**14,3**	**3,6**			

Lingustic forms of code mixing used by beauty vloggers (%)
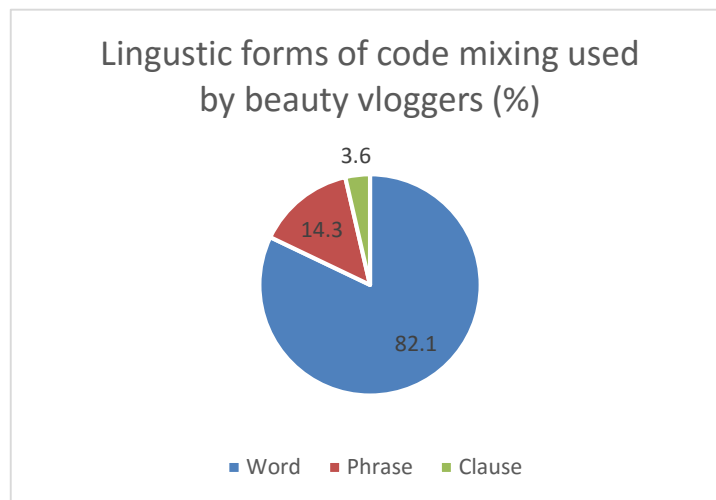
Based on the data above, it shows that the linguistic forms which commonly used by Indonesian beauty vloggers average used word, phrase, clause and the researcher did not found idiom, baster and word repetation in the three videos. The results of the data analysis are in accordance with linguistic forms of code mixing is described in theory Suwito (1985) as cited in Nuraeni, Farid, and Cahyati (2018) namely, Word, Phrase, Clause, Idiom, Baster, and Word Repetition. Moreover using code mixing is in line with theory Ansar, (2017) code mixing as the term refers to the use of one or more languages for consistent transfer of linguistic from one language into another language, and by such a language mixture developing a new restricted or not so restricted code of linguistic interaction. In addition, Nababan (1984) as cited in (Saraswati, 2020) said that code mixing is a condition in which a person mixes two or more languages or variations in a language act without anything in a language situation that requires mixing of languages to occur.

CONCLUSION

Code mixing is two or more codes used together without reason, and usually occurs in relaxed situations. In this research, Indonesian beauty vloggers applied code mixing by inserting the linguistic elements of English and Indonesian in their videos. From the tables above the writer will be describe the linguistic forms to use code mixing from Youtube videos by Indonesian beauty vloggers as whole bellow : from three videos that is analyzed more dominant is code mixing of word, and the researcher not found of code mixing idiom, baster and word repetation.

The researcher observe their reasons for using code mixing, namely: because it arises as a result of daily habits, to show trends, adapt to situations, and to show their prestige.

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