

CODE MIXING OF BEAUTY VLOGGER ON INSTAGRAM

Lutfah Fadilah Nispi¹, Silpia Rahayu²

IKIP Siliwangi, Jl. Terusan Jend. Sudirman, Cimahi, Indonesia

¹ lutfahfadilah@student.ikipsiliwangi.ac.id, ² silpiarahayu@ikipsiliwangi.ac.id

Abstract

The research aim to find out the phenomena of beauty vloggers and their code mixing. Nowadays some beauty vloggers attract viewers by using two or more languages, in English study it is called code mixing. In order to accomplish research objective the research use quatitative research design. The instrument use in this research were document analysis. The research subject of this research was beauty vloggers Tasya Farasya, Rachel Goddard and Ini Vindy in their Instagram videos. The researchers was finding 9 data with two various of code mixing that is insertion (2 data or 22,2%) and alternation (7 data or 77,8%) that the beauty vloggers used in their Instagram videos. The result of this study showed that beauty vloggers highest frequency used is Alternation type code mixing, while the lowest frequency used is Insertion type of code mixing. The implication of this research is to improve beauty vloggers English skill and increase viewers English vocabulary and pronunciation.

Keywords: Beauty Vlogger; Code Mixing; Instagram

INTRODUCTION

In this millennium era, English is a language that should be learned by everyone because English is a language that use in whole world. English language also currently used by some people in worldwide. In addition, not only in the world of education and multinational companies use English but also used by other profession for example by users of social media platforms. Platform that used is such us Instagram, YouTube, Twitter and others. Futhermore, communication media is very important for people's live, one of which is Internet (Aurima & Windyawati, 2018). In this millennium era Internet has progressed very rapidly, thus many online platforms have been created that help us in our daily life. The internet also have important function in the world of education, one of which is used as an interesting learning media by teacher. Asaide from learning media the teacher is one who plays an important role in achieving student success when the learning process (Alam, 2018). Even now online platforms are becoming popular in all circles. Thus people more often apply online media like YouTube or Instagram rather than radio and television. YouTube is free application and through various types of YouTube and Instagram content we can get any informations and knowledge in various fields. People who have skill in social media have special nickname for example Influencer, Vlogger, Beauty vlogger, Gammer and other. Beauty Vlogger is an example, Beauty Vlogger is a beauty blogging that in video they are sharing about beauty content. Currently beauty blogging is called beauty vlogger. Today many people are looking for product reviews by watching videos on Instagram or YouTube, thus people appear a profession whose activities are reviewing products, one of which is beauty products that called beauty vlogger or influencers (Aini, 2015). Beauty vloggers is the term for someone who make beauty content in the form of video and is usually uploaded to YouTube or Instagram that can influencers some people about beauty and style. Being a beauty vlogger certainly has a lot of followers, ranging from students, teenagers to adults. Therefore, beauty vloggers will show up their skills in beauty content and to attract viewer. The beauty vlogger will show up their skills with their

characteristics. One of which is skills in speaking. Sometime they used two languages that mixing Indonesia language with English language or it called code mixing. Because today code mixing become popular in daily life. Actually there are many communities in the world that have their own language that is used in everyday life. Indonesia students use many languages in daily conversation so that it becomes familiar (Nurhasanah, 2020). The community usually chooses several languages to facilitate them in connecting with others. In addition, some benefits of using more than one or two languages are conditions that will allow people to learn more about other languages in order to better understand the conversation topics with others (Rohmah, 2019). Some people can speak more than one language in a conversation and people also can convey their feeling (Prabowo, 2017). In English study apply several languages in conversation is named code mixing. Code mixing an act use several languages when talking. Code mixing also an act mix of language varieties consisting of two or more languages in a conversation or speech. Usually, people use mother language and second language to do mixing code (Rohmah, 2019). Today code mixing has become a familiar thing used by Indonesian people, especially students (Nurhasanah, 2020). Code mixing is often used by people with various professions not only used by speakers in the scientific field but everyone can do it (Firima, 2018). Nowadays code mixing often used by some people like public figure, artist and also users of social media platform that is called Beauty vloggers. The beauty vloggers use code mixing to show up their skills and attract followers attention with added code mixing in their instagram videos. Today young child and student have several idol on instagram, one of is beauty vlogger. Instagram is a popular platform that fancied by adult, because there we can share and upload photo or video about daily routine, sharing experiences, performance and many more. Instagram is a fun learning media because there are picture and videos that make them more interested in learning process (Damayanti & Santoso, 2019). Beside we can upload or view peoples creations, Today we can learn by watching instagram videos, because many people sharing various knowledge through Istagram videos. Like the beauty vloggers that using two language with mix Indonesian language and English language in instagram videos, it indirectly invite us to know and increase English vocabulary. Use two or more language it called code mixing. Nowadays many way to attract viewer especially young students, the beauty vloggers do mixing language in their instagram videos. Thus this study aims to find out about phenomena of beauty vloggers used code mixing in their instagram videos.

METHOD

This research conducted used qualitative method research design as a source of data, and the data are words or clause that involve code mixing. Researcher use the document analysis to collect data and take several steps. First downloading beauty vloggers videos from Instagram. Second writing video transcripts, then picked words or clause involve code mixing. Third elaborate data using component analysis which is classified according to type in percentage. The last after analyzing the data, the researcher determines which types of language code mixing are the most widely used.

RESULTS AND DISCUSSION

Results

The resulted from the data analysis, the researcher found 9 data code-mixing that beauty vloggers Tasya Farasya, Rachel Goddard and Ini Vindy use in their instagram videos. In this research, the researcher get two type of code mixing that apply by beauty vloggers that is *Insertion* and *Alternation*. The highest data is Alternation code mixing type (77,8%) and the

lowest data is Insertion code mixing (22,2%) this showed that the beauty vloggers most widely used Alternation type of code mixing Resulted from the data analysis, data containing of code mixing, it will be elaborated in percentage bellows:

Table 1. The Types of Code Mixing in percentage

No	Types of Code Mixing	Amount	Percentage
1	Insertion	2 data	22,2%
2	Alternation	7 data	77,8%
TOTAL		9 data	100%

Discussion

In this research about analyzing code mixing of beauty vlogger on Instagram, there are 3 document from instagram that the researcher analyze:

First, Tasya Farasya’s instagram video “*Hi guys!* di video kali ini berhubung sesc baru aja *launching loose powder* dan juga *brush* baru,aku akan meriview produk produk itu dan bikin *one brand tutorial* menggunakan sasc dan ini dia hasil *looksnya*” .

Second, Rachel Goddard’s instagram video “Divideo kali ini gue mau *ngecreate make up* yang super natural,bahkan kaya engga pake *make up*, walaupun cuma ambil makanan dari ojek *online*. itu harus pake *highlighter* wajib hukumnya“.

Third, Ini Vindy’s instagram video “Kali ini aku akan bikin *daily make up tutorial* menggunakan produk maybeline dan menggunakan dua jari “. Ini Vindy Instagram video.

From the data above the researcher get two type of code mixing that apply by beauty vloggers that is *Insertion* and *Alternation*. Resulted from the data analysis, data containing of code mixing, it will be elaborated bellows:

1. Insertion

Inserstion is to takes step of put in a foreign language into the sentence (Fanani & Ma’u, 2018). If made the pattern is A-B-A , we call A as foreign language and B as mother language. In this research the video have been analyze is used Indonesian language as mother tongue and English language as second tongue. The following is an example of *insertion* type of code mixing

Teacher: “*Ok* (A) anak anak (B) *now I will check attendance list* (A)”.

There are 2 *Insertion* code mixing data that the researcher found :

First, Tasya Farasya “berhubung sesc baru aja *launching loose powder* dan juga *brush* baru” (Because sasc launching loose powder and also new brush) **launching loose powder** means showing new peoduct of powder in the market and **new brush** means makeup tools who has soft feathers that function to aply makeup product.

Second, Rachel Goddard “Divideo kali ini gue mau *ngecreate make up* yang super natural, bahkan kaya engga pake *make up*” (In this video i will recreate makeup naturally even look like not use makeup) **Create makeup** means make a simple face makeup and **Make up** means an item or product that can be used to beauty our self especially faces.

2. Alternation

Alternation is the position in when more than one languages are divisible into a sentences (Fanani & Ma’u, 2018). In this type of code-mixing we can made the pattern is A-B or simply

this is the step of mixing two different languages in one sentence. The following is an example of *Alternation* type of code mixing: Teacher: "Good morning (A) semuanya (B)".

There are 7 *alternation* code mixing data that the researcher found :

First, Tasya Farasya "aku akan meriview produk produk itu" (I will review the products) **Review** means of will explain something detaily.

Second, Tasya Farasya "ini dia hasil looksnnya" (This is the looks) **Looks** means the make up result or style that we can see .

Third, Rachel Goddard "walaupun cuma ambil makanan dari ojek online."(Although just taking some food from online transport) **online** means of connected with an internet network .

Fourth, Rachel Goddard "itu harus pake highlighter wajib hukumnya" (Its should use highlighter because its obligatory) **highlighter** means one of makeup product that can make a looks makeup more glowing.

Fifth, Tasya Farasya "Hi guys! di video kali ini" (Hi guys in this video) **Hi guys** means say hello or greeting to the audieces .

sixth, Tasya Farasya "bikin one brand tutorial menggunakan sasc" (Make one brand tutorial using sasc) **one brand makeup tutorial** means make the way a makeup and all make up that using only one brand.

Seventh, Ini Vindy "Kali ini aku akan bikin daily make up tutorial menggunakan produk maybeline dan menggunakan dua jari" (This time I will make daily makeup tutorial using maybeline product and use two finger) **Daily makeup tutorial** means the ways or steps to use makeup for daily used.

CONCLUSION

Based on the analysis result, researcher concluded that code mixing is an act use several languages when talking for example mixing Indonesia language and English language. Today code mixing not only use by the students but also people in other profession use code mixing in daily conversation or important meeting. The result of this study about phenomena of beauty vloggers and their code mixing on Instagram video, the researcher found two types of code mixing among 9 data from the beauty vloggers Tasya Farasya, Rachel Goddard and Ini Vindy in Instagram videos, are specifically *Insertion* (2 data or 22,2%), and *Alternation* (7 data or 77,8%). The highest frequency of data is *Alternation* type (77,8%) while the lowest frequency of data is *Insertion* (22,2%) that used in their instagram videos.

ACKNOWLEDGMENTS

Alhamdulillah, Praise Allah Almighty, for the presence of plenty of mercy and his grace. So that the writer can complete this article. Appreciation and big thanks gave to my lecturer for her guidance in helping me to complete this article.

REFERENCES

- Aini, I. (2015). Code Mixing in Suhay Salim Beauty Vlogger. *English Department, Languages and Arts Faculty, State University of Surabaya*, 1–7.
- Alam, S. K. (2018). Efforts to increase the group of teacher competency through the teacher work groups in central bakung cimahi. *P2M STKIP Siliwangi*, 5(2), 106. <https://doi.org/10.22460/p2m.v5i2p106-113.1061>
- Aurima, Y. O., & Windyawati, W. (2018). an Analysis of Indonesia English Code Mixing in Facebook Status Users. *PROJECT (Professional Journal of English Education)*, 1(5),

539. <https://doi.org/10.22460/project.v1i5.p539-544>
- Damayanti, E., & Santoso, I. (2019). Students' Perception Towards the Application of Social Media Instagram As an Instructional Media. *Professional Journal of English Education*, 2(4), 421–428.
- Fanani, A., & Ma'u, J. A. R. Z. (2018). Code switching and code mixing in English learning process. *LingTera*, 5(1), 68–77. <https://doi.org/10.21831/lt.v5i1.14438>
- Farasya, T. (2020). One brand tutorial Sascofficial / Tasya Farasya [Instagram video file]. Retrieved from https://instagram.com/tasyafarasya?utm_medium=copy_link
- Firima, L. (2018). Code Mixing in Writing Opinion on Media Indonesia Newspaper. *BAHTERA: Jurnal Pendidikan Bahasa Dan Sastra*, 17(1), 100–110. <https://doi.org/10.21009/bahtera.171.8>
- Goddard, R. (2019). No makeup makeup look/ Rachel Goddard [Instagram video file]. Retrieved from https://www.instagram.com/p/B1n6qs2FE84/?utm_medium=copy_link
- Nurhasanah, L. (2020). Analysis of Code Mixing in a1 Class of English Education Study Program 2016. *PROJECT (Professional Journal of English Education)*, 3(6), 697. <https://doi.org/10.22460/project.v3i6.p697-702>
- Prabowo, Y. A. (2017). *The Patterns of Code Switching Among Youtubers*. 1–8. <https://ejournal.unesa.ac.id/index.php/language-horizon/article/view/27177/24876>
- Rohmah, A. N. (2019). Code mixing used by the Family of Gen Halilintar Vlog. *Http://Eprints.Ums.Ac.Id/Id/Eprint/76331*, 1(1), 1–10. <http://eprints.ums.ac.id/id/eprint/76331>
- Vindy, I. (2018). Daily Makeup Tutorial/Ini Vindy [Instagram video file]. Retrieved from https://www.instagram.com/p/BrhYNAkhq7H/?utm_medium=copy_link