

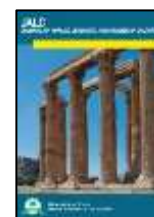


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# Code Mixing in Maudy Ayunda's YouTube Video "Life without social media would be happier" Maudy Ayunda's Booklist.

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### KEYWORDS

Code Mixing, Sociolinguistics, Addiction

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### ABSTRACT

Currently, the use of the internet and gadgets and social media cannot be separated from everyday life. Behind the convenience offered by sophisticated technology, such as gadgets and social media, it has a negative impact and is detrimental to its users, one of which is addiction. Addiction starts from the production of dopamine in the brain which is triggered by likes, retweets, shares and emoticon reactions from other social media users who interact on their social media accounts. One of the Indonesian artists and singers, Maudy Ayunda, once discussed the book Digital Minimalist on her personal YouTube page. Maudy Ayunda discusses "Life without social media = happier?! Maudy Ayunda's Booklist." The use of language in society in this era is more diverse. The use of language in society in this era is more diverse. With this diversity, it is possible for someone to change the language they use to another language when communicating. This phenomenon is called code switching and code mixing. One of them is in a video uploaded by Maudy Ayunda. This research aims to analyze the language code mixing used by Maudy Ayunda in the YouTube video entitled "Life without social media = happier?! Maudy Ayunda's Booklist." The research method is descriptive qualitative research. From the analysis results, there are two languages used in YouTube videos, namely Indonesian and English. The use of these two languages creates code mixing in the video. There are twenty-five data on the code-mixing phenomenon. The code mixing in the YouTube video is due to the speaker's background being bilingual.

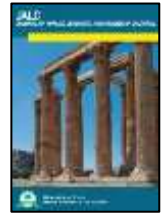


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### INTRODUCTION

Language as a communication tool to achieve communicative goals. With language someone can convey messages and understand the messages conveyed. Regarding language as a means of communication, a person needs to communicate with the surrounding language community. The use of language in society in this era is more diverse. Indonesian people who master several languages tend to use several different languages in communicating. Generally, people in Indonesia can understand and speak two or three languages, namely Indonesian, regional languages and foreign languages. This shows that Indonesian society is called a bilingual society. With this diversity, it is possible for someone to change the language they use to another language when communicating. According to Saddhono (2014) bilingualism is a phenomenon of using two languages in a speech act. Aspects of language errors that can occur are influenced by language skills (listening, speaking, reading and writing) from a linguistic perspective, such as phonology, morphology and syntax. This phenomenon is known as code switching. Code switching is a transition or change of language use to another language. According to Jendra (in Lestari and Rosalina, 2022) code switching has two forms which lead to language switching when communicating, namely internal code switching and external code switching. Factors that cause the code switching phenomenon include the subject of discussion, prestige, third person, interlocutor and speaker, as well as creating a sense of humor.

According to Moeliono (1981) (in Umifa et al., 2022), bilingualism is a speaker who admits to using another language. With this diversity, it is possible for someone to change the language used to another language when communicating. According to Nurlianiati (2018:2) code switching is called a transition in language use, but it still adapts to the situation and occurs between languages and between varieties within one language. It can be understood that when someone shifts the way they communicate to achieve communication goals according to the social factors that occur. Code switching is done to match languages which makes certain messages easier to convey in certain languages.

The phenomenon of code switching can never be separated from code mixing. Code mixing occurs due to the insertion of another language into the language being used. Code mixing is the dominant use of one language in speech, then inserted with elements of another language. Someone commits code mixing if they use one language as the dominant language and insert another language with a specific purpose. According to (Ohoiwotun, 2007) the use of code mixing is driven by compulsion, such as the use of foreign languages in Indonesian which refers to the principle of short, clear language, and if combined into Indonesian it will become a long, unclear and meaningless phrase or sentence. double. So, the difference between switching and mixing is visible to the speaker, code switching is done consciously of language transfer, while code mixing is done unconsciously of the insertion of another language into the language used. According to Suandi (in Juariah et al., 2020) code mixing has three forms, namely (hybrid code mixing), inner code mixing, and outer code mixing.

Nowadays, human life has advanced greatly thanks to the development of the internet and social media. A set of social media applications on the internet network makes it easier for users to participate in sharing news, information and content with other people who spend time surfing online media. There are various benefits that can be felt when using the internet and applications wisely. In everyday life, the internet and applications really facilitate and help human work. Behind the positive impacts, there are also negative impacts that result from unwise use of the internet. At any time, users easily use social media to find entertainment amidst their daily activities, surfing social media has become an activity and even a daily routine for internet users. Spending a lot of time and not being able to control yourself within the limits of using the internet and social media is a bad impact of unwise internet use.

Nowadays, the use of the internet, gadgets and social media cannot be separated from everyday life. Behind the convenience offered by sophisticated technology, such as gadgets and social media, it has a negative impact and is detrimental to its users, one of which is addiction. The phenomenon of social media addiction can be categorized as Behavioral Addiction, a condition where someone who is addicted cannot control their own boundaries in social media.

"Because sometimes I relate to the observations discussed in this book, that when I play social media or scroll, it sometimes feels automatic and sometimes I don't realize that, for example, time just flies by."

In this explanation, Maudy Ayunda uses two languages, namely Indonesian and English. This is because Maudy Ayunda is a bilingual. Maudy Ayunda's video was uploaded with the title "Life without social media = happier?! in the playlist "Maudy Ayunda's Booklist" proves that there is code mixing.

Maudy Ayunda is a figure who is often used as a role model, especially by young people because of her talents. Maudy Ayunda is concerned about educational issues and is serious about pursuing knowledge which is now expressed in her personal YouTube content. Maudy Ayunda often shares her experiences reading her books on YouTube. This woman, who was born in Jakarta, has completed a master's degree at Stanford University, America. She often uses Indonesian and English in presenting her content. Researchers chose Maudy Ayunda as a subject because she is bilingual. The aim of this research is to (1) describe the form of code mixing in YouTube videos and (2) describe the factors that cause code mixing in Maudy Ayunda's YouTube videos.

A sociolinguistic approach is used in this research because the subjects are language users. According to Mayerhoff (2006) (in Umifa et al, 2022), sociolinguistics is a very broad field and can be used to describe various ways of studying language in social use. So, sociolinguistics is a science that studies language from the perspective of society.

Research similar to this was also carried out by Bella Ananda Dwi Umifa, et al (2022). This research discusses the types and factors of code switching and code mixing in Maudy Ayunda's YouTube videos. The results of the research were that in the video external code switching and external code mixing were found. Factors that influence the occurrence of code switching and code mixing are the speaker, the subject of conversation, the function and purpose of the conversation, popular terms, and the context of the conversation.

Further research was conducted by Narindra Ramadhani Pribadi (2020). This research discusses sociolinguistic studies: code switching and code mixing in the YouTube video Gita Savitri Devi. The results of the research were that in the video code switching and code mixing were found, the factors for code switching and code mixing were the speaker and the interlocutor, language variations and the topic of conversation.

The research that became the basis for the phenomenon chosen by the researchers was carried out by A. Nursikuwagus, et al (2020). This research discusses scientific studies of the phenomenon of gadget and social media addiction in Indonesia. The results of the research were that in this study it was found that 1601 respondents were proven to have experienced social media addiction starting from mild, moderate and strong levels of addiction to gadgets. It was concluded that age, profession, education level, domicile, average gadget use (hours/day), and length of time using gadgets (years) influence gadget addiction.

Some of the research above is relevant to this research because it has similarities in examining the forms and factors causing code mixing. There are also differences in this research, namely the data sources used. This will certainly result in differences in the data to be studied. Apart from that, research into scientific studies of the phenomenon of gadget and social media addiction in Indonesia supports the selection of phenomena related to the data sources chosen in the research.

## **RESEARCH METHOD**

This research is qualitative research with descriptive methods. The qualitative method is a problem solving method without using scientific calculations but explaining it in words. This research aims to describe the code mixing in Maudy Ayunda's YouTube video entitled "Life without social media = happier?! Maudy Ayunda's Booklist." Data was obtained from the video. Data collection and data analysis techniques, namely observing videos, collecting data, namely by recording several code-mixed speech, identifying data, namely by classifying the speech that has been obtained, presenting data and drawing conclusions. The data source used in this research is a YouTube video uploaded by Maudy Ayunda reviewing the Digital Minimalist book "Life without social media = happier?! Maudy Ayunda's Booklist." Next, after listening to and recording the data from the data source, the researcher analyzed and classified the data in the form of speech that had been found. The final method and technique is the presentation of results. The presentation of the results of this research data analysis is in the form of an explanation of the use of code mixing in Maudy Ayunda's YouTube videos.

## **RESULT AND DISCUSSION**

Based on the results of research on Maudy Ayunda's video, there are two languages used in the video, namely Indonesian and English. Of the two languages, Indonesian is more dominantly used in the video. This language dominance occurs because Maudy Ayunda's background is an Indonesian citizen and most of her

followers (subscribers) are Indonesian citizens. English is used only in certain speech as a complementary language for explanation.

### Code Mixing in Maudy Ayunda's video

In this research, the type of code mixing found was outer code mixing, namely the use of English in Indonesian speech carried out by Maudy Ayunda in a personal YouTube video.

#### Video Title Without Social Media = Happier Life!?

| NO | Duration-   | Data                                                                                                                                                              | Meaning of Indonesian                                                                       |
|----|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|
| 1  | 0.00 - 0.10 | Title = <i>Hidup Lebih Bahagia!?</i>                                                                                                                              | "Hai, orang-orang penasaran. Maudy Ayunda disini. Selamat datang kembali ke daftar buku ku" |
| 2  | 0.11 - 0.14 | "Dari semua isi buku itu aku akan <b>sharing</b> 3 <b>insights</b> yang <b>personally</b> menarik buat aku."                                                      | <b>Sharing</b> 'membagikan', <b>insights</b> 'wawasan', <b>personally</b> 'sendiri'         |
| 3  | 0.16 - 0.27 | "Hari ini kita akan membedah buku <b>Digital Minimalism</b> by <b>Cal Newport, computer, scientist</b> yang merupakan <b>expert</b> di topik produktivitas."      | <b>Expert</b> 'ahli'                                                                        |
| 4  | 0.32 - 0.40 | "Atau mungkin kamu pernah ngalamin " <b>The Social Media Paradox</b> ", dimana kamu merasa punya banyak teman di dunia maya tapi kok tetap ngerasa sendirian ya?" | <b>The Social Media Paradox</b> 'paradoks media sosial'                                     |
| 5  | 0.41 - 0.48 | "Atau mungkin kamu mulai merasa terganggu dan <b>distracted</b> dengan banyaknya teknologi di dalam hidup kamu?"                                                  | <b>Distracted</b> 'bingung'                                                                 |

- 6** 0.49 - 1.00 “Orang yang menggunakan teknologi hanya saat bermakna dan hanya saat men**support** nilai-nilai hidup kita.” **List** ‘urutan’ **tech tools** ‘alat teknologi’ **Support** ‘dukungan’
- 7** 01.42 – 01.52 “Karena kita disini kita harus membuat **list** semua **tech tools** dalam hidup kita dan kita harus pikirin, apakah hal itu opsional atau wajib banget nggak ya ada di hidup kita?” **List** ‘urutan’ **tech tools** ‘alat teknologi’
- 8** 01.54 - 02.06 “Biasanya nih kalau opsional, gadget, aplikasi, atau layanan apapun itu bisa kita hentikan selama 30 hari, tanpa merusak atau mengganggu **flow** kehidupan pribadi atau profesional kamu.” **Flow** ‘mengalir’
- 9** 02.30 - 02.34 “Tapi ingat kita lagi detoks. Ketidaknyamanan sangatlah **natural**.” **Natural** ‘alami’
- 10** 02.58 - 03.10 “Setiap kamu mau buka sebuah aplikasi, tanya dulu kepada diri kamu, apakah ini cara yang terbaik untuk menghabiskan waktu yang juga selaras dengan **values** hidup kamu.” **Values** ‘nilai’
- 11** 03.13 – 03.23 “Dengan melakukan 3 **steps** ini, kita memastikan bahwa teknologi atau apapun itu menambahkan nilai ke dalam hidup kita.” **Steps** ‘langkah’

- 12 03.49 - 04.04 “Bahayanya, sosmed itu **Like** ‘menyukai’, kan bikin ketagihan **retweet** ‘memposting banget ya. Karena kita ulang konten’, **post** selalu mengejar ‘postingan’ kebahagiaan kecil dari validasi sosial. Nah, itu entah dari **like**, **retweet** dari sesuatu yang kita **post**.”
- 13 04.08 - 04.13 “Mendingan kita gunakan komunikasi yang **or conversation** ‘atau berpusat pada obrolan **or conversation**, supaya kita bisa mempertahankan hubungan yang bermakna.”
- 14 04.18 - 04.35 “Luangkan hanya 1 atau **Whatsapp** dan 2 momen dalam hari kita **messaging apps** untuk balas-balasan ‘layanan perpesanan’, **Whatsapp**, atau semua **conversation office** **messaging apps**, atau **hours** ‘percakapan jam kita juga bisa adakan kantor’ **conversation office hours** diman ini waktu yang dijadikan untuk mengobrol dengan orang-orang yang berarti dalam hidup kita.”
- 15 05.00 - 05.05 “Ada **chapter** dimana **chapter** ‘bab’ penulisnya membahas konsep, dimana manusia itu sudah kehilangan kesendirian.”
- 16 05.12 - 05.25 “Jadi sering kali ketika **game** ‘permainan’, sendirian atau bosan, **scrolling** ‘bergulir’ orang tu malah pilih aktivitas rekreasi yang berkualitas rendah, kayak main **game**, cek-cek **message** dari teman-teman, **scrolling** tanpa berpikir.”

- 17 05.27 - 05.34 “Ini adalah jenis kegiatan yang dapat dianggap bernilai rendah karena tidak memiliki niat atau **intention**. Kita harus hindari ini dengan mencari kesendirian.” **Intention** ‘maksud’
- 18 05.38 - 06.04 “Untuk melatih ini, penulisnya bikin **recommendation** untuk memulai dengan; meninggalkan **smartphone** kamu di rumah misalnya, jalan-jalan jauh atau **journaling**...” **Recommendation** ‘rekomendasi’, **smartphone** ‘telepon pintar’, **journaling** ‘menulis’
- 19 06.06 - 06.28 “Mungkin juga kita harus membuat **to do list** untuk waktu luang kita....” **to do list** ‘membuat daftar kegiatan’
- 20 06.36 - 06.52 “And so what? Aku membaca buku ini lumayan merasa tersindir sih, karena kadang aku **relate** dengan observasi yang dibahas di buku ini, bahwa Kalau main sosmed atau *scrolling* itu kadang-kadang terasa **automatic** dan kadang aku nggak sadar kalau misalnya waktu berlalu begitu aja” **Relate** ‘kesamaan’, **automatic** ‘otomatis’
- 21 06.54 - 07.10 “Dan, kalau di **compare** pada saat waktu aku kecil,sebelum ada semua gadget, teknologi, sosmed....” **Compare** ‘bandingkan’

- 22 07.23 - 07.39 “**Okay. Thanks for listening Curious Okay. Thanks for listening Curious People. Please share your thoughts in the comments below.**” Dan kalau ada komen yang asik akan aku pilih sendiri dan kalian akan aku kirimin buku ini yang habis aku baca, **with a special message inside, from me to you!**” Terima kasih untuk orang-orang penasaran yang telah mendengarkan dan tolong bagikan isi pikiran kamu di kolom komentar’ dan **with a special message inside, from me to you!** ‘surat special di dalamnya, dari aku untuk kamu!’
- 23 07.41 - 07.46 “Dan jangan lupa juga untuk **subscribe, please subscribe and turn on notifications. Bye!**” **Please subscribe and turn on notifications. Bye!** ‘tolong langganan dan nyalakan notifikasi. Selamat tinggal’

## KESIMPULAN

Discussion of Maudy Ayunda's video shows that there is code mixing. The number of code mixing in the video is 23 times out of 7.46 video duration. One reason for code mixing is because Maudy Ayunda is bilingual. Maudy Ayunda uses two languages when speaking, namely Indonesian as the dominant language and English as code switching and code mixing. The factor that causes code mixing in Maudy Ayunda's YouTube videos is because the speaker uses more popular terms.

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