

AN ANALYSIS OF CODE-SWITCHING AND CODE-MIXING USED BY FOOD VLOGGERS

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Article Info	ABSTRACT
<p>Article History</p> <ul style="list-style-type: none"> • Article Received • Article Accepted <p>Keywords</p> <p>Types and Reasons, Code-Switching, Code-Mixing, and Food Vloggers on YouTube</p>	<p>Currently, several Indonesian food vloggers intermittently mix or switch between English and Bahasa Indonesia in their sentences. In fact, it is not uncommon for individuals to mix and switch between languages during communication. The aimed of this study is to identify the types of code-switching and code-mixing observed in food vloggers' YouTube videos, employing Hoffman's (1991) framework. Additionally, the study seeks to describe the reasons behind food vloggers' utilisation of code-switching and code-mixing in their video reviews, drawing on Saville-Troike's (1986) theory.</p> <p>This study used a descriptive-qualitative method to analyse data extracted from food vloggers' videos on YouTube. The data consists of words, phrases, and sentences. The total are 56 findings. This study presents data derived from the verbal expressions of three food vloggers: Gerry Girianza, Ken & Grat, and Ria SW. There are 2 types of code-switching and 2 types of code-mixing were used in food vloggers videos on YouTube. The research found there are emblematic switching (2 datums), inter-sensential switching (2 datums), intra-sentential mixing (46 datums), and inter-lexical mixing (6 datums).</p> <p>For the reasons of code switching and code mixing, there are five reasons used by food vloggers on YouTube. There are Talking about a particular topic (47 datums), interjection (inserting sentence fillers or sentence connectors) (3 datums), because of real lexical need (4 datums), and repetition used for clarification (1 datums), Intention of clarifying the speech content for interlocutor (1 datums) are found in their utterances.</p>

I. INTRODUCTION

Humans use language as a technique or method to communicate, both orally and in writing, through the structured and traditional use of words. Moreover, language serves as a means of communication within particular nations or communities. The role of language is important in determining the success or failure of communication in spoken conversations. Rianda (2017) asserts that language is the paramount element of human existence, serving as the primary means by which individuals share knowledge and engage in communication with one another. Individuals engage in global interactions with specific objectives, and in order to ensure the effectiveness of these interactions, it is crucial for people to use a language that is universally understood and recognized. Therefore, in the current global period, language is bound to disintegrate. Global communication needs to enable individuals to articulate their thoughts and ideas. An examination of English's historical perspective determines that English is considered a global language.

The worldwide English population has an impact on the sociolinguistic situation in Indonesia. English is increasingly gaining popularity in Indonesia as a foreign language, being widely recognized and favoured for learning. Indispensability of English has fostered a societal recognition of its paramount importance and utility in the context of globalization. This fact necessitates individuals in these countries cultivating a bilingual or multilingual environment due to their proficiency in many languages, surpassing their native tongue and the official language.

Bilingualism is a state in which two languages coexist throughout a linguistic community. (Hamers & Blanc, 1987). This contact facilitates the use of two languages in the same encounter, leading to a significant number of individuals becoming multilingual. Code-switching and code-mixing happen when multiple languages are present in social communication as a result of bilingualism and multilingualism. These occurrences arise when cultures exist in a bilingual and multilingual environment and when different languages are

employed for communication. Individuals residing in a bilingual region often exhibit a propensity to transition between languages.

While some scholars may consider code-mixing and code-switching to be synonymous, certain sociolinguists suggest other perspectives to elucidate these concepts. According to Richard and Schmid (2002), Code-mixing is the practice of blending two codes or languages while maintaining the same theme, whereas a code switching involves a speaker transitioning from one language to another because the other speaker is using a different language. Bilingualism itself promotes the practice of code-switching and code-mixing among beauty vloggers. Code-switching and code-mixing have become habitual in their vlogs as well as in several domains of the contemporary world.

In the present day, a significant number of individuals utilize vlogs as a means to submit their videos on the platform of YouTube. Through the video, individuals have the opportunity to acquire knowledge in several domains, such as cuisine, culinary techniques, cosmetics, music, the English language, gaming, and a wide range of other subjects. Individuals select videos depending on their personal interests. A channel airs vlogs (video blogs). Vlogs are popular among teenagers. There are numerous channels or videos available in multiple languages that showcase distinct subjects on YouTube. However, the researcher specifically selected dining broadcasting videos or channels in which the hosts discuss or review food in both Indonesian and English languages, and then recorded and uploaded them as material on YouTube.

Occurrence In Indonesia, YouTube videos are gaining popularity, particularly among the culinary community, where numerous Indonesian food vloggers regularly submit their videos on the platform. Some individuals are utilizing the Indonesian language, occasionally mixing and switching it with English vocabulary. The researcher was interested to analyze occurrences that are taking place based on the explanations supplied. The researcher is now determined to do research titled "An Analysis of Code-Switching and Code-Mixing Used by Food Vloggers." This study enhances the

comprehension of sociolinguistics research, particularly the examination of code-switching and code-mixing occurrences in Indonesia, provides valuable depiction the language situation everyday activities. Diversity of society has a direct impact on social interaction, resulting in a wide range of languages that reflect the different societies.

II. METHODOLOGY

The determination of the research method is a critical undertaking for any scholar embarking on a scientific investigation. Organizing the research methodology is the first stage prior to conducting data collection and analysis. The researcher designed this research methodology depending on the analyzed problem and the primary objective of the investigation. In this scenario, the researcher carefully examines the data, including its source, the methods used to collect it, and the tools used to analyze it.

1. Data and Source of Data

Define The study employs a descriptive qualitative methodology to systematically, objectively, and accurately portray a particular region or situation (Issac and Michael, 1987). Furthermore, researcher utilizes qualitative approach in addition to the descriptive method. This strategy is based on textual data instead of numerical numbers (Sudaryanto, 1993). Since the gathered data is presented in the form of sentences, the approach is labeled as qualitative. The research employs a qualitative methodology because the collected data is descriptive in nature, capturing phenomena expressed through words, sentences, and utterances.

Primary and secondary data are the two distinct classifications of the data source, according to Rahardi (2001). The researcher acquires primary data directly from the primary source, while getting secondary data indirectly. The objective of this study is to examine the occurrence of code mixing and code switching. The researcher will examine the particular occurrences of code mixing employed in each sentence and elucidate the underlying rationales for these linguistic transitions. The goal is to comprehend the factors that contribute to the phenomenon of code mixing and code switching.

This research's data consists of code-switching and code-mixing words, phrases, and sentences

spoken by food vloggers in YouTube videos where they provide culinary commentary or reviews. During an argument, data realisation can manifest as a solitary word, clause, complex clause, or a complete sentence. The data source was the videos of Indonesian food vloggers, who have more than one million subscribers on YouTube. They are Gerry Girianza, Ken & Grat, and Ria SW.

2. Methods and Techniques of Collecting the data

Sudaryanto (2015) asserts that data collection strategies are the means by which researchers endeavor to obtain an ample amount of data. The research methodology employed in this study is the simak or observation technique. Furthermore, the researcher stated that the listening method involves carefully examining language usage in the subject of investigation, thus making it a research technique employed in language studies. In addition, the researcher used the simak bebas libat cakap or non-participative observation technique. In this method, the researcher just watches the language process without taking part in it. The study utilized the data obtained from each food vlogger's video on their YouTube channel. In addition to passive observation, the researcher utilized the catat or note-taking technique. The researcher employs it to assist in elucidating or classifying the acquired data. Here are the steps that the researcher follows to obtain data:

- a. The researcher selects a video from the YouTube channel of Gerry Girianza, Ken & Grat, and Ria SW where their speech exhibits instances of language mixing and switching.
- b. Next, the researcher converts the video into written text through transcription.
- c. Afterwards, the researcher identifies the presence of code mixing and switching by thoroughly analysing the transcript.
- d. Last, the researcher categorized data according to the form and reason of code mixing and switching observed in the utterances of food vloggers in their videos by using the note-taking technique.

3. Methods of Technique Analyzing the Data

The According to Putra Seno (2001), researchers must process and analyze the data collected from samples, informants, and the object of study as part of the data analysis process. Researchers must

process and analyze the data in accordance with the research design and type.

Content analysis is a data analysis technique commonly employed by researcher. In this research, the researcher follows several stages to analyze the data, as outlined below.

- a. The researcher making a table to classify the types and reasons of code-switching and code-mixing that shows on the video
- b. Classifying the data according to the types and reasons of code-switching and code-mixing, according to the theories of Hoffman and Saville-Troike
- c. Providing an analysis of types and reasons of code-switching and code-mixing observed in the utterances of Gerry Girianza, Ken & Grat, and Ria SW on their YouTube channel
- d. Reaching a clear and well-supported conclusion

III. RESULT AND DISCUSSION

This chapter presents the research findings in accordance with the research objectives. This research has two objectives. The primary objective is to identify the various forms of code-switching and code-mixing observed in the videos of food vloggers on YouTube. The second objective is to elucidate the rationales behind why food vloggers use code-switching and code-mixing in their YouTube videos when doing reviews.

A. The types of Code-Switching and Code-Mixing that are Found in Food Vloggers Videos on YouTube

The data were analysed using Hoffman's (1991) theory. In this study, the researcher identified two types of code-mixing and two types of code-switching, based on Hoffman's (1991) classification. The types of code-mixing include intra-sentential mixing and intra-lexical mixing, while the categories of code-switching include inter-sentential switching and emblematic switching.

1. The types of code-switching that are found in food vloggers videos on YouTube

a. Emblematic Switching

An emblematic switch refers to the incorporation of a tag, exclamation, or special set of phrases from one language into an utterance in another language. This form of code flipping has been the second least utilised due to individuals incorporating tags or exclamations in their original language. They refrained from intermingling or substituting the tag or exclamation with a different language.

*Ini mantap banget, banyak gorengan nya juga. Ini namanya seimi, **Let's go!***

Emblematic/Tag/Extrasentential Switching occurs when there is a switch from one language in a sentence into another language in the form of a tag or interjection at the end of the sentence. The data above indicates tag switching as a types of code-switching used by Gerry. He incorporate a tag in English by saying "Let's go!". He used tag switching in the last sentence to invite his audiences to see his activity.

*Mie-mie nya itu teksturnya al dente banget mantap sib. **Yeah! which is** itu yang gua suka.*

Based on data above, Gerry indicates a tag in English by saying "yeah! Which is". According to oxford dictionary "yeah" is exclamation (informal), nonstandard spelling of "yes", representing a pronunciation. He used tag switching in first clause to get to know the audiences texture noodle that he likes.

b. Inter-sentential switching

This type of code-switching occurs when there is a clear separation between clauses or sentences, with each phrase or sentence being in either one language or another. One language expresses one clause, while a different language expresses the other. The food vlogger's video contained an instance of this sort of code-switching.

*It's **hidden gem** guys. tempatnya tu bukan tempat bakmi, tempat kopi*

In intersentential switching, the language switch occurs between two separate sentences. As seen in the data above, the speaker started talking in English, "It's hidden gem guys." Then, he continued to say another sentence using Indonesian language, "tempatnya tu bukan tempat bakmi, tempat kopi." It means that there is a switch from an English sentence to the Indonesian Language, the switch between two different sentences. Thus, inter-sentential switching occurred in Gerry Girianza utterance.

*Aku ngga nyangka kalau sayur ginian cocok sama yogurt. **Pts suitable, so unique and so yummy***

The second data also shows intersentential switching, it is from Ria SW utterance. She started talking in Indonesian language, "Aku ngga nyangka kalau sayur ginian cocok sama yogurt." Then, she continued to say another sentence using English, "Pts suitable, so unique and so yummy."

2. The types of code-mixing that are found in food vloggers videos on YouTube

a. Intra-sentential Mixing

Intra-sentential code mixing refers to the practice of incorporating multiple languages within a single sentence. Code mixing of this nature takes place when it occurs within the confines of a word, phrase, clause, or sentence boundary.

***Seasoning** sie nya mantep, **smoky** banget trus tebal-tebel.*

The data above categorized as the intra-sentential code mixing as the speaker mixes the English and Indonesian language. First Gerry Girianza said 'Seasoning' in his utterances the meaning of the utterance described the ingredient as marinating, which gives a delicious taste to the food and second he said 'smoky' the meaning of the utterance is the taste of food that he ate was flavored with smoke.

*Tapi kalau kalian **appreciate** kombinasi rasa **flavour** sama tekstur dan lain-lain ini Mantep banget.*

The second data also categorized as the intra-sentential code mixing because the speaker

mixes his words in two languages (English and Bahasa Indonesia). First Gerry said in Bahasa Indonesia, but in the middle he mixed his words in English. The words are "appreciate and flavour" which has meant amazed by the taste of food because it was cooked well.

*Salah satu **snack** khas taiwan ya, isinya itu pake telur dan kita pilih yang **original** karna pingin coba yang aslinya dan bisa pilih yang **spicy** sama **non spicy**.*

The data above also categorized as the intra-sentential code mixing that was found in Ken and Grat utterances. They mixed the words in two languages (English and Bahasa Indonesia). They said "snack, original, spicy, and non spicy" in the middle of their utterances. The words "snack and original" describe a small portion of food generally eaten between meals without any additional seasoning on it. Next, the words "spicy and non spicy" are described to the taste of one of traditional foods from the country that they visit.

b. Inter-Lexical Code Mixing

A type of code mixing occurs when code mixing is connected to morphology and happens within word boundaries. Furthermore, mixing occurs when there is an affix present in a sentence. Indonesian affixes append to English terms in instances. According to the statistics, the sentence contains several Indonesian affixes, including ng-, di-, per-, and -nya. The affixes present in the video by food vloggers serve several functions.

*sekarang giliran gua guys **nge-review** mie yang mantap ini.*

In the preceding statement, Gerry introduced English as a foreign language into his native Indonesian tongue. In his speech, he spoke the word "negerivew." The prefix "ng-erivew" that was used in Gerry's statement can be interpreted as "review." It is characterized by the process of assessing and reaching a polite or formal opinion. The process of evaluation and conclusion determines reviews. Text analysis refers to the process of examining a text to understand its meaning and to provide critical evaluations,

artistic interpretations, or responses to such efforts. Ultimately, the mixing described above is referred to as inter-lexical code mixing, as it involves the use of English phrases in the form of prefixes.

Se-juicy itu dan bumbu nya sampe dalam ya

The data above indicates that Ken and Grat integrated the foreign language, specifically English, into their first language, Indonesian. They said "se-juicy" in their utterance. The prefix se-juicy appeared in Ken and Grat's utterance and can be translated as "very juicy." In this case, they said that the food was very tasty until the depth of the meat. The mixing is categorised as inter-lexical code mixing due to the presence of English terms in the form of prefixes.

Ini kayaknya best seller-nya mereka, namaya nya megastar.

The data above indicated that Ria SW incorporated the English language, a foreign language, with their native language, Indonesian. She said "bestseller-nya" in the midst of her speech. The suffix "bestseller-nya" used by Ria SW can be rendered as "bestseller." A highly popular kind of art presented to an audience. The mixing is categorised as inter-lexical code mixing due to the presence of English terms in the form of suffixes.

The data above categorized as the intra-lexical code mixing as the speaker mixes the English and Indonesian language and English words in the form of suffix and prefix. Intralexical code mixing with the suffix -nya. -nya meaning the shows that the thing has either mentioned before, or implied in the transcript. Intra-lexical code mixing with the prefix nge-. The prefix nge- means to tell the active voice, it means the action done by subject.

B. The Reasons Behind Food Vloggers Using Code-Switching and Code-Mixing in Their YouTube Videos When Conducting Reviews

1. Talking About a Particular Topic

Individuals who are bilingual frequently experience more ease in transitioning between different languages. Individuals typically prefer

employing a single language to engage in discussions pertaining to specific types of subjects. For example, "**It's a hidden gem, guys.** tempatnya tu bukan tempat bakmi, tempat kopi." In this utterance, it is evident that Gerry Rianza switched his language. Because in this topic Gerry talked about the place that hides from noise is not like another place, he switched and mixed his language automatically. Another example comes from Ria SW; she said, "Trus kalau mau ada **hint** agak-agak **minty**, hehe campur lada dikit." In her utterance, it can be concluded that she speaks her language continuously. In this topic, Ria SW talked about the taste of her food when she added flavor to it.

2. Repetition Used for Clarification

People often participate in repetition. It refers to someone attempting to replicate a term, remark, or phrase that has already been uttered in a particular language. However, repetition functions to duplicate a message from one code to another, either exactly or with slight alterations. Improving comprehension is not necessarily a result of individuals' actions. It is employed to enhance and embellish the manner in which individuals use words. Example : Di luarnya ada **char-char** gosongannya gitu.

3. Because of Real Lexical Need

Bilingual or multilingual individuals frequently alternate or blend their languages as a result of a lack of comparable terminology in one of the languages. When an individual who is fluent in both English and Indonesian encounters a word that does not exist in English, they will find it more convenient to express it in Indonesian. In addition, on the other hand, when he comes across a concept that does not exist in Indonesian, he will use the matching English term. Example : Alright, sekarang giliran gua guys **nge-review** mie yang mantap ini.

4. Interjection (inserting sentence fillers or sentence connectors)

An interjection refers to the act of incorporating sentence fillers or sentence connectors into speech or writing. Interjections convey surprise, strong emotion, or draw

attention by being placed into a sentence. An interjection is a concise exclamation, such as "Darn!" "Hey!" "Well!" "Look!" and similar expressions. Despite their lack of grammatical importance, people often use them, especially in spoken language rather than written communication. The occurrence of language switching and language mixing among bilingual or multilingual individuals might sometimes suggest an interjection. Here are examples of interjections used by Gerry utterance: *Mie-mie nya itu teksturnya al dente banget mantep sih. Yeah! which is itu yang gua suka.*

5. Intention of Clarifying the Speech Content

A discourse between two individuals who are proficient in multiple languages or are bilingual. There will be a substantial occurrence of code switching and code mixing. It indicates the speaker's responsibility to ensure that the content of their speech is coherent and easily understood by the listener. The speaker duplicates the message in one code with minor modifications in the other code. This reason happened in Ria SW utterance "Aku ngga nyangka kalau sayur ginian cocok sama yogurt, **its suitable, so unique and so yummy**"

IV. CONCLUSION

This chapter presents conclusion based on the analysis and discussion explained in the previous chapter. Researcher draws several conclusions from these objectives: (1) To identify the types of code-switching and code-mixing that are found in food vloggers videos on YouTube. (2) To describe the reasons of food vloggers using code-switching and code-mixing in their YouTube videos when conducting reviews. Utilising two languages enhances the appeal of the content for subscribers and garners greater attention from the audience. Food vloggers or content creators who switch and mix languages can have a bigger influence on their audience or subscribers. This is because they often use English in their content or videos to add, clarify, or emphasise information, as well as provide fresh knowledge to their subscribers.

Researcher found that there were 56 types and reasons of code-switching and code-mixing are used by food vloggers on their YouTube videos. There are 2 types of code-switching and 2 types of code-mixing : 2 emblematic switching, 2 intersentential switching, 46 intra-sentential mixing, and 6 inter-lexical mixing. While the reasons of code switching and code mixing : 47 talking about a particular topic, 3 interjection (inserting sentence fillers or sentence connectors), 4 because of real lexical need, and 1 repetition used for clarification, 1 Intention of clarifying the speech content for interlocutor.

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