

**CODE MIXING AND CODE SWITCHING IN MAUDY AYUNDA'S VIDEO  
YOUTUBE CHANNEL**

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**Abstract**

The aim of this research is to find out the types and functions of code-mixing and code-switching in Maudy Ayunda Video. Descriptive qualitative is the method of this research. The source of this research is Maudy Ayunda video YouTube channel with the title how to communicate effectively in the workplace and how I manage stress. The object of this research is Maudy Ayunda's speaking in the video YouTube Channel. The instruments in this research are researcher, documentation and tabulation. The result of this research found three types of code mixing such as 66 insertion, 9 alternation and 1 congruent lexicalization. The types of code switching comprise two types, they are: 12 Inter sentential switching, 28 Intra sentential switching. The functions of code mixing comprise six functions such as 1 Quotation, 2 Addressee specification, 4 Interjection, 43 Message qualification, 12 Personalization and objectivization, and 40 Facility expression. The functions of code switching comprise six functions such as 2 Quotation, 1 Addressee specification, 1 Interjection, 27 Message qualification, 8 Personalization and objectivization, and 13 Facility expression. Based on the results of the research, it can be concluded that the results of this study are the existence of code mixing and code switching of Indonesian with English utterance on Maudy Ayunda video Youtube channel.

**Keywords** : Code Mixing, Code Switching, Video, Youtube

## INTRODUCTION

Speaking as a linguistic skill, is essential for human communication. The ability to speak fluently and effectively allows individuals to convey ideas, emotions, and information clearly to others. Speaking proficiency, acquired through language learning, enables one to engage in conversations, debates and other social interactions. According to Namaziandost and Nasri (2019) Speaking is a key used between people to communicate in the social context. When we speak, we not only convey information but also express identity, social relationships and cultural context. In multilingual situations, code mixing and code switching become important tools to navigate and enrich communication.

A person who habitually uses code-mixing and code-switching consciously or unconsciously, combining language elements from two or more languages in everyday conversation, has the potential to improve communication, enable more precise expression in a given context, and reflect a complex linguistic identity. According to Alshihry (2023) Code-mixing and code-switching are highlighted as sociolinguistically significant for their roles in identity formation, cultural preservation, and efficient communication in multilingual contexts. The ability to switch between different languages (code switching) is also an important component of effective speaking proficiency, especially in multilingual communities where switching between languages becomes a socially accepted norm.

Code switching and code mixing are two phenomena that occur in individuals who use a non-native language in a native language context. Code switching occurs when individuals replace a language they use with another language they know. Heller stated in Srinawati et al., (2020) Code switching is used to refer to the choice to alternate between two or more code switch in the same sentence or conversation, or the use speakers make of more than one language in the course of a single episode. While code mixing occurs when individuals mix the language they use with words, phrases, or sentences in another language (Rosmiaty et al., 2020). Code switching and code mixing can occur in various situations and contexts. For example, when individuals talk to others who speak a different language, or when individuals use a language that is more familiar to them. This can happen due to various factors, such as the

importance of communication, the desire to combine languages, and the need to communicate with others.

An interesting phenomenon happened to Maudy Ayunda. Maudy Ayunda is an Indonesian actress, YouTubers, model, activist, writer and singer-songwriter. In his utterances, she uses terms belonging to a linguistic phenomenon called code mixing and code switching. As an individual with international experience and fluency in English, Maudy Ayunda uses code mixing and code switching as a way to communicate her thoughts and life experiences to her audience in a more diverse and inclusive way. By using code mixing and code switching in her content, Maudy Ayunda can provide an opportunity for audiences who are learning English to practice and improve their understanding through the content she shares. Code mixing and code switching also allows Maudy Ayunda to better convey more complex and specific ideas. Sometimes there are concepts, phrases or terms that are difficult or inappropriate to translate into Indonesian, and using English can be a more appropriate solution. By using code mixing and code switching, Maudy Ayunda can express herself more freely and accurately, and convey messages more clearly to her audience.

The researcher found several types of code mixing and code switching in Maudy Ayunda's videos. Sometimes Maudy Ayunda uses Indonesian mixed with English in her videos. This research attempts to find the phenomenon of language mixing and switching used by Maudy Ayunda utterances based on her YouTube video channel. The scope of this research is to analyze the types of code mixing and code switching in Maudy Ayunda YouTube channel. The limitation of this research is the limited number of videos or data, which in this case, researcher has only used two videos from Maudy Ayunda YouTube channel.

## **METHODOLOGY OF THE RESEARCH**

### **Design**

The researcher uses qualitative method. The design of this study is descriptive qualitative. The researcher applied this kind of research to this study because it attempts to generate detailed and valid data to figure out the types and functions of code mixing and code switching, which are found in Maudy Ayunda's video YouTube channel. According to Creswell's theory in Anggraeni (2021), a qualitative study is defined as an inquiry process of understanding a social human problem, based on building a complex, informants, and conducted

in a natural setting. Because of this research gets the data with naturalistic inquiry this research uses descriptive qualitative research. Naturalistic inquiry is a research approach that focuses on observing and analysing phenomena in their natural context without manipulation.

## **Source of Data**

The source of data is Maudy Ayunda's videos on her YouTube channel with the title "How I manage stress – maudy ayunda & How to communicate effectively in the workplace – maudy ayunda". Data are the utterances from Maudy Ayunda's video YouTube channel which contains types and function of code mixing and code switching.

## **Research Instrument**

The instruments that researcher uses in this study are researcher, documentation and tabulation. According to Fiantika (2022) researchers act as instruments as well as data collectors in qualitative research. Humans are used as instruments in a study because only humans are able to understand the actual condition of research subjects. So in this study the researcher is the main instrument, but to make it easier for researcher to conduct research, researcher need documentation and tabulation as supporting instruments where documentation is one of the data collection techniques such as videos from Maudy Ayunda's YouTube channel, while tabulation is used to classify the data.

## **Data Collecting Techniques**

In this research, documentation method is used to collect the data, while tabulation is used to classify the data. Documentation method is record of past events (Notoatmodjo, 2018). This study uses the documentation method because the data source will be taken from Maudy Ayunda's video YouTube Channel. The video will be used to take the words of Maudy Ayunda that contains code mixing and code switching.

## **Data Analysis Techniques**

In data analysis techniques, researcher uses content analysis. This is because researcher not only collect data, but also analyze it to obtain research results. According to Leedy and Ormrod in Sukrisna (2019) that a content analysis could be an elaborated and systematic examination of the contents of a specific body of fabric for the aim of distinguishing patterns, themes, or biases.

Content analysis is usually performed on styles of human communication, as well as books, newspapers, personal journals, official document, film, television, art, music, videotapes of human interactions, transcript of voice communication, and net journal and bulletin board entries. In this study, there were several steps carried out by researcher in analyzing the data, as follows: Organize and prepare data analysis, Start coding all of the data, Make the tabulation, and Generate a description.

## RESULTS AND DISCUSSION

The data used in this study are maudy ayunda's utterances in maudy ayunda's youtube video channel that contain code mixing and code switching. The data are classified into types and functions of code mixing and code switching, the theory that researcher use is Musyken, Poplack and Marasigan.

### Types of code mixing

Based on the results of the study, researcher found three types of code mixing in Maudy Ayunda's utterances.

**Table 1. Percentage of code-mixing types used in Maudy Ayunda' Video YouTube Channel**

CODE	Types of Code Mixing	Total	Percentage
( I )	Insertion	66	87%
( A )	Alternation	9	12%
( C )	Congruent Lexicalization	1	1%
<b>TOTAL</b>		76	100%

### Insertion

*“Karena **to be honest** beberapa bulan terakhir ini lagi momen-momen **high stress** buat aku”*

The sentence above belongs to the Insertion type in code mixing because **To be honest** and **high stress** are English phrases inserted into the Indonesian sentence structure. The main sentence structure is Indonesian, with lexical elements from English inserted.

**Alternation**

*“Oke now I actually have to go, pokoknya jangan ngeledekin aku”*

The sentence above belongs to the alternation type in code mixing, where English and Indonesian are used alternately in different clauses, each with its own grammatical structure.

**Congruent Lexicalization**

*“Terus di luar itu, aku juga sekarang memiliki company sendiri, mau itu di bidang **media kreatif** atau pun di bidang consumer venture and I have many many work partners as well”.*

In the sentence above, the phrase **media kreatif** can be considered as a type of Congruent Lexicalisation where elements from two languages are blended easily as these two terms are often used together in Indonesia

**Types of code switching**

Based on the results of the study, researchers found two types of code switching in Maudy Ayunda's speech in Maudy Ayunda's video YouTube channel, namely Inter sentential switching, and Intra sentential switching.

**Table 2. Percentage of code switching types used in Maudy Ayunda' Video YouTube Channel**

CODE	Types of Code Switching	Total	Percentage
( TS )	Tag switching	0	0%
( IS )	Inter-sentential switching	12	30%
( ISS )	Intra-sentential switching	28	70%
<b>TOTAL</b>		40	100%

**Tag switching**

Tag switching type is not found in the data taken from Maudy Ayunda's speech in her YouTube video channel.

### Inter-sentential switching

*“So, buat setiap orang sinyalnya tuh beda-beda banget. **But I think it's so important to just know your signals know when you're getting stressed**”.*

Inter-sentential switching occurs when a language switch occurs between two different sentences or clauses. In the sentence above the language switch occurs between two different clauses. The first part of the sentence is in Indonesian, and the second part of the sentence is in English

### Intra-Sentential Switching

*“**That for me is also another signal** bahwa aku udah lebih tegas dan enggak sesantai biasanya gitu”.*

In the sentence above, there is language switching within one sentence. English **That for me is also another signal**, Indonesian *bahwa aku udah lebih tegas dan enggak sesantai biasanya gitu*. Thus, the sentence above is a type of Intra-sentential switching, where language switching occurs within one sentence or clause.

### Function of Code Mixing

Based on the results of the study, researcher found six functions of code mixing in Maudy Ayunda's utterances in Maudy Ayunda's video YouTube channel.

**Table 3. Percentage of code mixing functions used in Maudy Ayunda' Video YouTube Channel**

CODE	Functions of Code Mixing	Total	Percentage
( Q )	Quotation	1	1%
( AS )	Addressee specification	2	2%
( R )	Repetition	0	0%
( I )	Interjection	4	4%
( MQ )	Message qualification	43	42%

( PO )	Personalization and objectivization	12	12%
( FE )	Facility expression	40	39%
<b>TOTAL</b>		102	100%

## Quotation

*“and one of the questions that I get aks a lot is **“Kak Maudy, punya nggak sih tips communication in the workplace?” gitu “gimana sih caranya supaya aku bias perform, bisa success at the workplace because I have good communication skills?”.***

In the sentence above, maudy ayunda quotes a frequently asked question in a mixed-language form, which shows how English elements are used in a quote from Indonesian.

## Addressee Specification

*“hai, temen-temen how are you?”*

In the sentence above, it uses **how are you?** which functions to direct the message to the listener, in this case *temen-temen*.

## Repetition

The repetition function is not found in the data taken from Maudy Ayunda's utterances in her YouTube video channel.

## Interjection

*“Karena to be honest beberapa bulan terakhir ini lagi momen-momen high stress buat aku”*

**To be honest** is an interjection that shows the speaker's emotion or attitude before giving further information

## Message Qualification

*“and projectnya tuh juga bias dibilang apa ya high stakes”*

The sentence above provides an explanation or qualification of how the project can be described or categorised, using the term **high stakes** to state that the project has high risks or stakes.

## Personalization and Objectivization

*“Hari ini aku mau ngebahas sesuatu yang aku juga personally merasa relevan banget buat aku and it's stress management”*

Part of the sentence above is included in the Personalization and Objectivization function because the use of the word **personally** shows the speaker's personal point of view.

**Facility expression**

*“kalau nunggu kelamaan kita tuh baru tahunya pada saat kita udah dititik burn out”.*

The English word **burn out** may be considered more appropriate or more commonly used to describe the condition of extreme fatigue than its Indonesian equivalent

**Function of Code Switching**

Based on the results of the study, researchers found six functions of code switching in Maudy Ayunda's utterances in Maudy Ayunda's video YouTube channel.

**Table 4. Percentage of code switching functions used in Maudy Ayunda' Video YouTube Channel**

CODE	Functions of Code Switching	Total	Percentage
( Q )	Quotation	2	4%
( AS )	Addressee specification	1	2%
( R )	Repetition	0	0%
( I )	Interjection	1	2%
( MQ )	Message qualification	27	52%
( PO )	Personalization and objectivization	8	15%
( FE )	Facility expression	13	25%
<b>TOTAL</b>		<b>52</b>	<b>100%</b>

**Quotation**

*Dan aku tuh sadar bahwa setiap aku mau public speaking atau mau perform biasanya aku tuh paling deg-degannya di 30 detik pertama. So I call this a kind of like "30 second rule".*

In the sentence above, the phrase **"30 second rule"** in English is used to quote or explain the specific term used by Maudy Ayunda to describe her experience.

### Addressee Specification

*"But I really recommend that you guys upgrade to elsa pro, biar bisa access all of the lessons, track your progress, dan juga dapetin personalized learning plan nya"*

In the sentence above, the English part **But I really recommend that you guys upgrade to elsa pro** shows that this message is addressed to listeners who are familiar with English.

### Repetition

The repetition function is not found in the data taken from Maudy Ayunda's utterances in her YouTube video channel.

### Interjection

*"I'm excited! Ok aku cobain dulu, oh my god so good dan itu benar-benar ya aku gak tambahin apa-apa, gara-gara outside kan so tasty and creamy already so, with just matcha and this (outside), it's the perfect flavor and it's already so flavourful and rich".*

The phrases 'I'm excited!' and **oh my god** are interjections used to express emotions or spontaneous reactions.

### Message Qualification

*"Oke pertama-tama aku mau panasin dulu oat milk nya, karena I want my matcha latte to be hot, obviously".*

The use of English for the phrase **I want my matcha latte to be hot, obviously** provides additional information or clarifies the purpose of the action of heating the oat milk.

### Personalization and Objectivization

*"That for me is also another signal bahwa aku udah lebih tegas dan enggak sesantai biasanya gitu"*

In the sentence above, English **That for me is also another signal** is used to express a personal view or thought, while Indonesian *bahwa aku udah lebih*

*tegas dan enggak sesantai biasanya gitu* is used to provide more objective information about the change in behaviour.

## Facility expression

*“Atau e menjahit gitu, ada orang yang jadi suka banget knitting karena it gives them a sense of peace and that type of flow lagi”.*

In the sentence above, the use of English provides a more specific expression to describe the experience of **sense of peace** and **type of flow** achieved through the activity of knitting.

Based on the data findings of the types of code mixing found in Maudy Ayunda's utterances in Maudy Ayunda's video YouTube channel, researcher classify the types of code mixing with Muysken's theory. Muysken suggests the types of code mixing, namely insertion, alternation, and congruent lexicalization. Based on the results of the study, researcher found three types of code mixing in Maudy Ayunda's utterances. Maudy Ayunda uses all types of code mixing according to Muysken, namely insertion, alternation, and congruent lexicalization. In this study, the type of code mixing most often found is the Insertion type while the congruent lexicalization type is not found in maudy ayunda's utterances on maudy ayunda's YouTube channel. Based on the data findings of the types of code switching found in Maudy Ayunda's speech in Maudy Ayunda's video YouTube channel, researcher classify the types of code switching with Poplack's theory. Poplack suggests the types of code switching, namely Tag switching, Inter-sentential switching, Intra-sentential switching. Based on the results of the study, researchers found two types of code switching in Maudy Ayunda's speech in Maudy Ayunda's video YouTube channel, namely Inter-sentential switching, and Intra-sentential switching. In this study, the type of code switching most often found is the Intra-sentential switching type while the Tag switching type is not found in maudy ayunda's utterances on maudy ayunda's YouTube channel.

Based on the data findings of the functions of code mixing and code switching found in Maudy Ayunda's utterances in Maudy Ayunda's video YouTube channel, researcher classify the functions of code mixing and code switching with Marasigan's theory. These functions include quotation, addressee specification, repetition, interjection, message qualification, personalization and objectivization, and facility expression. Based on the results of the study,

researchers found six functions of code mixing and six functions of code switching in Maudy Ayunda's utterances in Maudy Ayunda's video YouTube channel. Maudy Ayunda used all functions of code mixing and code switching except the Repetition function. In this study, the Repetition function was not found in Maudy Ayunda's utterances in Maudy Ayunda's video YouTube channel.

Based on data findings, there are several previous studies related to this research. The first previous research is from Zalukhu et al., (2021) entitled "Analysis Of Indonesian-English Code Switching and Code Mixing On Facebook" which is conducted by using Facebook. The second previous research is from Sari et al., (2021) entitled "Code-Switching And Code-Mixing Used By Guest Star In Hotman Paris Show". The next previous research is from Gede et al., (2023) under the title "Analysis Of Code Mixing And Code Switching In Teaching-Learning Process In Kelas Internasional-Net Tv". Researcher would like to compare the results of this study with previous studies. Based on the data findings of several previous studies related to this research. The researcher compares that in this study, the most common type of code mixing found is insertion while the most common type of code switching found is Intra-sentential switching. In the first previous research, the most common type of code mixing is insertion while the most common type of code switching is intra-sentential switching. In the second previous research, the most common type of code mixing is insertion while the most common type of code switching is Intra-sentential switching. In the third previous research, the most common type of code mixing is change pronunciation while the most common type of code switching is emblematic switching.

## **CONCLUSION AND SUGGESTION**

Based on the result of the research and discussion, it can be concluded that the result of the study are code mixing and code switching Bahasa Indonesia with English utterances on Maudy Ayunda video Youtube channel. Based on the data result, the data are classified into types and functions of code mixing and code switching, the theory that researcher use is Musyken, Poplack and Marasigan. In the types of code mixing, the Researcher analyzed a video of Maudy Ayunda's YouTube channel by using Musyken's theory, and the types of code mixing are categorized into three types of code mixing consist of 66 Insertion, 9 Alternation and 1 Congruent Lexicalization. The data showed that Insertion of code mixing is the most dominant types of code mixing in both of the

videos, and It is about 87%. After Insertion of code mixing, there is Alternation of code mixing with the percentage 12% and the lowest percentage Congruent Lexicalization with 1%, because the Researcher did not find a lot of data which are indicated as Congruent Lexicalization. In the types of code switching, the Researcher analyzed a video of Maudy Ayunda's YouTube channel by using Poplack's theory, and the types of code switching are categorized into three types of code switching consist of 0 Tag switching, 12 Inter-sentential switching and 28 Intra-sentential switching. The data showed that Intra sentential switching of code switching is the most dominant types of code switching in both of the videos, and It is about 70%. After Intra-sentential switching of code switching, there is Inter-sentential switching of code switching with the percentage 30% and the lowest percentage Tag switching with 0%, because the researcher did not find any data that indicated tag switching.

Meanwhile, for the functions of code mixing the Researcher use Marasigan's theory in analyzing a video of Maudy Ayunda's YouTube channel. The functions of code mixing divides into seven functions, they are: 1 Quotation, 2 Addressee specification, 0 Repetition, 4 Interjection, 43 Message qualification, 12 Personalization and objectivization, and 40 Facility expression. The data showed that the biggest function of code mixing is Message qualification with percentage 42% and with followed by Facility expression with percentage 39%, Personalization and objectivization 12%, Interjection 4%, Addressee specification 2%, Quotation 1%, and Repetition 0%. In the functions of code switching the Researcher use Marasigan's theory in analyzing a video of Maudy Ayunda's YouTube channel. The functions of code switching divides into seven functions, they are: 2 Quotation, 1 Addressee specification, 0 Repetition, 1 Interjection, 27 Message qualification, 8 Personalization and objectivization, and 13 Facility expression. The data showed that the biggest function of code mixing is Message qualification with percentage 52% and with followed by Facility expression with percentage 25%, Personalization and objectivization 15%, Interjection 2%, Quotation 4%, Addressee specification 2%, , and Repetition 0%.

Based on the research findings and the conclusions presented above, the researcher would like to offer a few suggestions.

1. For teacher

The researcher hopes that teachers can choose and use easier vocabulary and use code mixing and code switching in explaining learning

materials so that students can understand the material easily, then inspire students not to be afraid and try to speak English properly.

## 2. For students

For students, to help students improve their speaking ability, and understanding during the English learning process. Students should often practice speaking by mixing languages and switching languages so that students can improve their vocabulary for speaking.

## 3. For the next researcher

The researcher hopes that this research will be used as a reference for the next researcher who wants to investigate code mixing and code switching, specifically what happens with someone's utterances on YouTube. If the next researcher is looking for code mixing and code switching in other media and with different theories to differentiate this study from the next. Its research will be far superior.

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