

AN ANALYSIS OF CODE MIXING USED BY AN INDONESIAN MOTIVATIONAL INFLUENCER ON DEAR AYA VIDEO YOUTUBE

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ABSTRACT

This study investigates the phenomenon of code mixing in a motivational video from the *Dear Aya* YouTube channel titled “*Kamu cuma butuh 21 HARI untuk upgrade diri secara fisik.*” The objective of this research is to identify the types and functions of code mixing used by the speaker and to interpret how such language choices support communication in digital media. A qualitative descriptive method was employed, with data collected through transcription and observation of the video content. The analysis used Muysken’s (2000) typology of code mixing namely insertion, alternation, and congruent lexicalization and Appel and Muysken’s (2006) framework to explore the functions. The findings show that the speaker used 144 instances of code mixing, with insertion being the most dominant type (62 occurrences, 43.06%), followed by alternation (53 occurrences, 36.81%) and congruent lexicalization (29 occurrence, 20.14%). The functions of code mixing included referential, directive, expressive, and phatic purposes. The speaker used English lexical items not only to convey clarity and emphasis but also to reflect a modern and relatable identity for the target audience. These findings suggest that code mixing serves as an effective rhetorical strategy in digital motivational discourse, particularly in the context of youth-oriented online content in Indonesia.

Keyword: Code Mixing; Motivational Video; YouTube; Indonesian Influencer; Content.

INTRODUCTION

In an increasingly globalized world, the interplay of languages within communication has become a common phenomenon, especially in multilingual societies. One linguistic manifestation of this is code mixing, the blending of two or more languages within a single utterance, sentence, or discourse. Code mixing is no longer seen as a sign of linguistic incompetence, but rather as a sociolinguistic strategy that reflects identity, group belonging, and communicative efficiency (Sari & Pratiwi, 2021). Indonesia, with its sociolinguistic landscape that includes Bahasa Indonesia as the national language and English as a global language of education, business, and youth culture, provides fertile ground for code mixing, particularly among digital natives. In contemporary digital discourse particularly on platforms such as YouTube, TikTok, and Instagram code mixing between Bahasa Indonesia and English is increasingly normalized and even stylistically preferred (Putri & Lestari, 2022). This usage is evident in lifestyle, educational, and motivational content that seeks to resonate with young, urban audiences.

One example of such content is found on the *Dear Aya* YouTube channel, which features motivational videos aimed at personal growth and self-development. In the video titled “*Kamu cuma butuh 21 HARI untuk upgrade diri secara fisik*”, the speaker delivers advice using a mix of Indonesian and English phrases, such as “upgrade diri,” “lebih fresh,” and “belum ready.” This linguistic behavior serves both expressive and pragmatic purposes, including building intimacy with the audience, emphasizing key messages, and appealing to modern and aspirational identities (Nurrahmawati & Kurniawan, 2023). Understanding code mixing in this context is important because it reflects not only individual linguistic competence but also broader social and cultural dynamics. As stated by (Syafitri & Islam, 2018) that why we speak differently in different social contexts and it has to do with identifying the social functions of language and how it is used to convey meaning. Analyzing the forms and functions of code mixing in *Dear Aya*’s content allows us to explore how digital influencers construct authority, authenticity, and relatability through language. Furthermore, such analysis contributes to the ongoing research in digital sociolinguistics and the evolving patterns of language use in Indonesia’s media landscape.

This study aims to identify the types and functions of code mixing used in the selected *Dear Aya* video and to analyze the underlying communicative strategies employed. It draws upon

Muysken's (2000) typology of code mixing (insertion, alternation, and congruent lexicalization) and determine the functions of the code mixing used by the speaker the study adopts the framework proposed by Appel and Muysken (2006).

RESEARCH METHOD

1. Research Design

This study adopts a qualitative descriptive approach, which is appropriate for analyzing linguistic phenomena as they naturally occur in spoken or written communication. A qualitative design allows the researcher to explore the types, patterns, and functions of code mixing in depth without manipulating the data source. According to Taufiqurrohman and Maharani (2021), qualitative descriptive research aims to describe and interpret the existing conditions based on factual data and contextual analysis. This approach is especially relevant in sociolinguistics, where language is not only studied structurally but also socially.

2. Data Source

The primary data in this research is a video from the *Dear Aya* YouTube channel titled "*Kamu cuma butuh 21 HARI untuk upgrade diri secara fisik*", which was published in 2024. This video was selected purposively based on its rich use of code mixing between Bahasa Indonesia and English, and its popularity among Indonesian youth. The video is approximately 21 minutes long and contains spontaneous speech in a monologue format, making it ideal for linguistic analysis.

3. Data Collection Techniques

Data collection was carried out through documentation and transcription. The entire speech from the video was transcribed verbatim to capture every instance of code mixing. Each utterance containing code mixing was identified and categorized. To ensure accuracy, the video was replayed several times, and the transcript was cross-checked manually. This method aligns with the approach suggested by Fatimah and Hakim (2022), who emphasize that transcription and careful observation are vital tools in qualitative language studies.

4. Data Analysis

The analysis of the code mixing instances was conducted using Muysken's (2000) typology, which classifies code mixing into three types:

- a) Insertion (borrowing lexical items from one language into another),
- b) Alternation (switching between two languages at clause or sentence level), and
- c) Congruent lexicalization (shared structure where both languages are involved within the same grammatical framework).

Furthermore, to determine the functions of the code mixing used by the speaker, the study adopts the framework proposed by Appel and Muysken (2006) and expanded by contemporary research (Sari & Pratiwi, 2021; Putri & Lestari, 2022). These functions include:

- a) Referential (to convey meaning when there is a lexical gap or lack of an equivalent term in one language),
- b) Directive (to include or exclude someone from a conversation or to adjust to the social context and relationship between speakers)
- c) Expressive (reflects the speaker's emotions, identity, or personal style),
- d) Phatic (Maintains the flow of conversation or social connection, such as opening, continuing, or closing a conversation.), and
- e) Metalinguistic (to comment on or explain language itself, drawing attention to the linguistic form or structure).
- f) Poetic (Employed for stylistic purposes, such as creating rhythm, rhyme, or wordplay in speech.)

After classification, each type and function of code mixing was analyzed contextually to interpret the speaker's communicative intent and its effect on audience perception. The findings are presented in both descriptive explanation and tabular form, to facilitate understanding.

5. Trustworthiness

To ensure the credibility and trustworthiness of the data, source triangulation was employed. This included checking the transcript against the video, comparing findings with similar studies, and validating categories with existing theories in code mixing (Nurrahmawati & Kurniawan, 2023). Peer debriefing was also used to cross-verify interpretations.

FINDINGS AND DISCUSSION

1. Research Findings

Table 1. Types of Code Mixing found in the video

No	Types of Code Mixing	Frequency	Percentage
1	Insertion	62	43.06%
2	Alternation	53	36.81%
3	Congruent Lexicalization	29	20.14%
Total		144	100%

The researcher found 3 types of code mixing used in the *Dear Aya* video: insertion, alternation, and congruent lexicalization. The insertion type was the most dominant, accounting for 43.06% of the total occurrences. The code mixing observed in *Dear Aya*'s motivational video reflects a deliberate and functional linguistic choice. It supports the speaker's goal to motivate, inspire, and engage her audience using a mix of local and global language elements. This study confirms that English phrases are not just linguistic ornaments, but serve distinct sociolinguistic purposes aligned with digital culture and youth identity.

2. Discussion

Based on the classification, three main types of code mixing were found in the video:

- Insertion is the most dominant type, where English lexical items are embedded into Indonesian utterances. Words like *upgrade*, *spend*, and *scrub* are inserted fluently into Indonesian sentences, suggesting a high level of bilingual proficiency and fluency. This supports Muysken's (2000) theory that insertion is common among bilingual speakers who are comfortable switching lexical items without altering grammatical structures.
- Alternation appears in segments where the speaker shifts entirely to English phrases before returning to Indonesian, such as "*ini tuh benar-benar my best purchase banget*", "*You have no idea that ini tuh adalah sebuah senjata rahasia*", and "*But the moment where I pray, ketika aku doakan gitu*". This suggests a rhetorical strategy to emphasize or structure the discourse.
- Congruent lexicalization is minimally found but evident in utterances like "*Sebetulnya aku tuh kemarin udah sempat unbox gitu, cuman karena aku harus move ini ke rumah baru aku, jadi aku box-in lagi.*" where both languages are used within a shared grammatical framework.

These findings align with previous studies that report insertion as the most frequent type in informal digital communication (Sari & Pratiwi, 2021; Putri & Lestari, 2022).

Using Appel and Muysken's (2006) framework, several functions are identified:

- Referential Function: Many English words such as "*wishlist aku*", "*nge-cover*", and "*dari mindset juga*" are used to convey terms more specifically, practically, or trendily compared to their Indonesian equivalents. This makes the influencer appear more professional while also aligning with global trends.
- Directive Function: Expressions like "*satu aja kamu lakuin, you're gonna feel different with your body*" and "*Kalau misalnya kamu tuh ngerasa badan kamu bersih, you're gonna feel more confident ke mana pun kamu pergi*" are used to give direct instructions

to the audience. Mixing the utterances to English adds a sense of firmness and inclusivity, as if inviting viewers into a global community.

- c) Expressive Function: Phrases like “*aku kerasa bersih, and I feel clean*” and “*aku happy banget untuk announce ke kalian*” express emotions, personal style, or contemporary identity. This makes the content feel more genuine, enthusiastic, and relatable to youth culture.
- d) Phatic Function: Utterances like “*kamu bisa langsung nge-chat aku*” and “*Dan aku pengen banget sama teman-teman semua, sama subscribers aku, sama viewers aku, di tahun depan nanti kita udah jadi diri yang secara looks and everything is new*” is found in the video. This helps the speaker build intimacy with her audience.

These functions support the view that code mixing in digital platforms is not random, but highly purposeful and context-sensitive (Nurrahmawati & Kurniawan, 2023). The use of English reinforces modern, aspirational values, aligning with the lifestyle and personal development theme of the content.

The speaker in *Dear Aya* effectively uses code mixing not just to convey information, but to perform identity and connect emotionally with viewers. As digital influencers often rely on authenticity and relatability, the strategic use of English phrases aligns with the identity of a *modern, productive, and globally-minded Indonesian woman*. This affirms the argument by Putri & Lestari (2022) that code mixing on digital platforms reflects not only bilingual proficiency but also social branding.

CONCLUSION

In conclusion, the researcher conducted this study that aimed to analyze the types and functions of code mixing found in the *Dear Aya* YouTube video titled “*Kamu cuma butuh 21 HARI untuk upgrade diri secara fisik.*” Based on the theory of Muysken (2000), the research identified a total of occurrences of code mixing. These were classified into three main types: insertion (62 occurrences, 43.06%), alternation (53 occurrences, 36.81%), and congruent lexicalization (29 occurrence, 20.14%). The insertion type emerged as the most dominant, demonstrating the speaker’s frequent use of English lexical items embedded within Indonesian utterances.

The functions of code mixing were also explored using the framework of Appel and Muysken (2006). It was found that code mixing in the video served various pragmatic and stylistic purposes, including referential, directive, expressive, and phatic functions. They were strategically placed to highlight motivational messages, appeal to a youthful audience, and reinforce the speaker’s credibility and modern persona.

The findings of this study are expected to provide valuable insights for future researchers in the field of sociolinguistics. Practically, the study aims to help readers broaden their understanding of code-mixing. However, the scope of this research is limited to analyzing the types and functions of code-mixing. Therefore, it may serve as a starting point for other researchers to explore more complex aspects, such as its effects and perceptions.

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