An Analysis of Code Switching and Code Mixing Used by Maudy Ayunda on Podcast of CXO Media Channel

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Abstract

This research is conducted An Analysis of Code Switching and Code Mixing Used by Maudy Ayunda on Podcast of CXO Media Channel. There are two problem statements that the researcher used in this research. (1) what kinds of code switching and code mixing are used by Maudy Ayunda on a Podcast of CXO Media Channel?. (2) what are the social factors influencing code switching and code mixing used by Maudy Ayunda on a Podcast of CXO Media Channel? The researcher used the qualitative method. The researcher used the theory of code switching proposed by by Poplack in Hamers and Blanc (2000) and theory of code mixing proposed by by Muysken (2000). This study also includes the procedures of collecting data and procedure of analyzing data. The result of the study re Extra-Sentential or Tag, Inter-Sentential and Intra-Sentential. Three kinds of code mixing Insertion, Alternation, Congruent Lexicalization. The factors influencing code switching and code mixing are Topic, Participant and Function.

Keyword: code switching, code mixing, podcast

Introduction

People use a language to build interaction with another. Language can express feelings, idea, or sharing information. In daily life, humans cannot be separated from language, because a language is social identity. Nowadays in society, people build communication with various languages, especially in this era of globalization where communication is a trend. Modern society trends are influenced by the use of social media. Humans can share any activity on social media. Social media can connect with people who are far away. People used social media to get all the information, learning, and entertainment.

One of the entertainment media is YouTube. YouTube is a social media that can share videos for users. There are various kinds of videos available on YouTube such as short films, music videos, and podcasts. People choose podcasts as entertainments, because they can listen to audio while viewing visually. Podcasts feature interesting topics of discussion. We can see public figures or guest stars YouTube Podcast using code switching and code mixing language. One of the guests is Maudy Ayunda a female singer who guest star on *CXO Media YouTube channel*. She uses code switching and code mixing when answering questions. She delivered her questions in two languages Indonesian and English.

Literary Review

Sociolinguistics

Sociolinguistics is relationship human language and society. It concerned with understanding the social function of language and how it is utilized to express social meaning, as well as explaining we speak differently in different social (Holmes 2001:1). It explains that the language used by a person can express meaning in different social context.

According to Fuller and Wardhaugh (2015:1) state that sociolinguistics is a study of our everyday live in society. He explains that how language works in social interaction, as well as the existence of societal norms that deal with language.

Bilingualism

Bilingualism is the ability of an individual who has the ability to be fluent in two languages, but can produce meaningful in another language based on context (Haugen in Ritchie and Bhatia 2013:11). He explain that when a person bilingual, his called L1 and L2 is the same degree, for example social context of bilingual. Chinese student at the University of Hong Kong, frequently mix English and Cantonese in their conversation. They might be thought of unfaithful to their community, if they only spoke English. They might be perceived as illiterate and unsophisticated, if they only spoke Cantonese at English-language University. Both of these issues are solved by speaking the languages simultaneously Trudgil (2000:106).

Code

A code is a system that a person uses to communicate. Communication with code can provide language variations. It means that the code can reveal what will be conveyed to others. In this connection, according to Mullany and Stockwell (2007:208) state that code is related to forms of communication such as language and dialect. It can code reflects the language used so that it can know the dialect used.

Code Switching

Code Switching is the process of switching from one language to another based on the social context. According to Gumperz in Coupland and Jaworski (1997:41) also observes that code switching is a situation when a person speaks in communities, where speakers of the language build interaction with two or more languages. It aims to convey information in the same situation context.

The Kinds of Code Switching

There are kinds of codes switching proposed by Poplack in Hamers and Blanc (2000)

Extra-sentential code switching or tag

Extra sentential code switching or sometimes we called tag switching. Tag switching is the change of one word or tag phrase from one language to another. This process involves inserting tag from one language into the sentence of another language. An example when someone talking English phrase like *"you know, I mean, etc."*

Inter-sentential code switching

Inter sentential code-switching is switch in a clause or sentences boundary one clause being in one language and the other clause in the other. Inter-centennial code switching occurs when a bilingual person switches from one language to another between different sentences.

Intra-sentential code switching

Intra sentential code switching is a shift in the middle of a sentence that occurs without interruption, hesitation, or a shift pause. Sometimes, the speakers are oblivious of the shift. Intra sentential occurs when utterance in clauses or

boundary of sentence. In this case, clauses or sentences appear one language or another language.

Code Mixing

Code Mixing is the process mixing of one language in another by the speaker in communication. This refers to linguistic variations including morphemes, phrases, clauses and utterance. Holmes (2013:42) state that code mixing indicates that the speaker is mixing up codes indiscriminately because of incompetence, whereas the switches are well-motivated in context of symbolic or social meaning of two codes.

The Kind of Code Mixing

There are kind of code mixing proposed by Muysken (2000):

Insertion

Insertion is conceiving of the limitation in the terms the underlying base or matrix structure characteristics. Here, the process of code mixing can be seen as to borrowing. The lexical or phrasal is categorized into a given structure. The difference is the size and type of element, such as a noun versus noun phrase.

Alternation

Alternation occurs between structures from languages. Musyken (2000:96) state that alternation is mixing technique in two languages included in clause stay mostly separate related between A and B insertion. And then, concerns non-nested A..B..A structure (where A language is dominat mixed B language is unspecified refer to language). Therefore, the switched text is followed and preceded by structurally related parts from other language, it is likely an insertion.

Congruent Lexicalization

According Musyken (2000:122) state that congruent lexicalization study of language variation or dialect and stylistic shiftings. Congruent lexicalization is material from different lexical investories into shared stucture.

The Factors Influencing Code Switching and Code Mixing

There are four factors that may influence people to use code mixing explained as follows:

The Participant

The participant is related to someone who is a listener and speaker when build interaction with other. In addition, the participant is who is talking to whom (father, customer, teacher, or best friends) is important.

Setting or Social Context

The setting leads to the context of social interaction. The social context in which people speak has an effect on the way they speak. It is important to consider who can hear us, where we are speaking, and how we are feeling.

Topic

Holmes (2013:37) stated that sometimes people mix code to discuss a topic. It is easier for bilinguals to discuss particular topic in one code. For many bilinguals, one language is more acceptable or easier to express certain kinds of referential information than the other.

Function

The function is related to the purpose of the conversation. The purpose of the conversation is to ask and give people information. In addition, the function aims to express feelings and respect for others Holmes (2013:2)

The Definition of Podcast

Podcasts becoming content in the form of audio and visually that millennials are interested in. Podcasts are widely used by the public to listen to news, science, and certain topics. People can easily listen to and view podcasts from anywhere. Nowadays, a popular YouTube podcast is in around the world especially in Indonesia. Many people listen to podcasts as entertain. One of the popular entertainers is CXO Media Channel. In this research, the researcher chooses Podcast CXO Media Channel with the gues star Maudy Ayunda.

Research Methodology

The research design used in this study is descriptive because it describes code switching and code mixing by *Maudy Ayunda used in Podcast CXO Media Channel on YouTube.* According to Creswell (2009:4) defines that qualitative research is to investigate or understanding how an individual or a community assign meaning to a human situation in society. By using the descriptive qualitative research, the researcher focuses on the data in finding and analyzing

the code switching and code mixing by *Maudy Ayunda used in Podcast CXO Media Channel on YouTube*. The object of the study is taken from words, phrases, utterances, clauses, sentences, and dialogues which related to code switching and code mixing by Maudy Ayunda. The objects contain some code switching and code mixing used by guest star which are taken from CXO Media Channel on YouTube. The data source of this research is *CXO Media Channel NSS Episode. 53 – Maudy Ayunda: Pilihan dan Ekspektasi Tentang Karir & Cinta #ngobrolsoresemaunya #cxomedia 2 december 2021* duration 38:20 minutes. In the steps of collecting data from *Podcast CXO Media Channel.* the researcher uses observation the method, they are watching, writting, reading, and indentifying the data. In this thesis also contains of method of analyzing the data, they are,selecting data, interprenting and drawing conclusion.

Discussion and Findings

The Kind of Code Switching

Extra-sentential Code Switching or tag

Datum (5:31-6:05)

> Putri : "Itu yang gue rasain banget selama pandemi. Definisi kaya sukses apa segala macem. Akhirnya udah penting tu *inner peace lo."*
>
> Maudy : "Dan pandemi it's horrible things. Cuman ada satu pelajaran yang gue dapetin adalah jadi kaya restart lagi values values gue gitu loh. Yang gue tuh dulu dulu mungkin ngerasa harus banget jadi a b c d apapun itu lah *you know?.*"

In the data above on minutes (5:31-6:05) on the Podcast Putri discusses the most important thing she got during the Covid-19 pandemic is the inner peace she got. Maudy answered that the pandemic was horrible thing experienced. All activities are carried out online. This makes her introspective to be more grateful. In addition, the pandemic made her realize that health is more important.

The italic word in above, *you know*? performs switching code as extra-sentential code or tag switching. The speaker answeres in Indonesia *Yang gue tuh dulu dulu mungkin ngerasa harus banget jadi a b c d apapun itu lah* and then switch in English utterance *you know?* with a question mark. Here the role of *you know?* is a tag. This is to explain the utterance she explains before.

The factor influence that she uses extra-sentential or tag switching is about the Topic they are discussing. They discussed about the Covid-19 pandemic that occurred. So, that makes horrible things. Maudy uses utterance *you know?* not to ask Putri but to make it clear what she was saying.

Inter-sentential Code Switching

Datum (5:02-5:17)

Maudy :"Dan yang ngebantu banget yang tadi gue bilang itu. Kaya gue tu jadi sering banget jalan jalan sendiri kaya hikking atau dikampus gue even sampe malem. Kadang-kadang malem *just wanna a little bit fresh air.*"

The data above, Maudy tells about the feeling of calm she gets when close to nature. The activities carried out are hiking and around in the campus to breathe fresh air. The pandemic has made her feel calm when doing things she likes. In the Maudy's utterance, she switches Indonesia into English. *Dan yang ngebantu banget yang tadi gue bilang itu. Kaya gue tu jadi sering banget jalan jalan sendiri kaya hikking atau dikampus gue even sampe malem. Kadang-kadang malem* and the last utterance she switch English *just wanna a little bit fresh air.* The researcher concludes that code switching is inter-sentential switching.

The factor influence that Maudy Ayunda utterance in above is Topic. She tells about inner peace that gets when she close to nature. Therefore, she using informal language tells to Putri. The conversation in minutes (5:02-5:17) Putri and Maudy discuss a relaxed topic.

Datum 2.12 (35:45-36:29)

Putri :"Misalkan nanti Maudy 5 tahun kedepan nonton lagi acara ngobrol seru semaunya ini. Apa yang Maudy sampaikan ke Maudy 5 tahun kedepan?"

Maudy :"Wow! i love that. Maudy 5 tahun ke depan semoga Maudy sudah atau tetap mendapatkan ketenangan dari keseharian nya. Semoga kamu enggak malah jadi terbelenggu oleh *social pressure stigma all of this prejudice arround you.*

In the data above, Putri asked Maudy about "what would be presented to Maudy in the future?" Because, the podcast record will stay forever in youtube so that it becomes a storeage in the future. Maudy Ayunda feel surprise dengan

pertanyaan tersebut. And then she answered dengan harapan. She hope is unaffected by social pressure and all stigma people arround.

From the data above, the speaker switch two languages Indonesia into English. The first Indonesia sentence is *semoga kamu enggak malah jadi terbelenggu oleh* which is followed by English sentence *social pressure stigma all of this prejudice arround you.* This shows the kind of code switching is inter-sentential code switching.

The factor influence is Topic. Putri asked to Maudy about the future. Then, Maudy told her future in the podcast. Maudy's future hopes not to be affected by the social pressure and stigma of others. And then she hopes get the thing that makes her calm in life.

Intra-sentential Code Switching

Datum (3:43-3:58)

Maudy :"Gue udah kaya ya gitulah kadang kadang ngebayangin *what if, what if* tapi ya mau gimana lagi at the same time even dengan pandemi pun 2 tahun terbaik dalam hidup gue mungkin ya so, far."

From the data above, the researcher found two language Indonesia and English. Maudy imagined that if the pandemic did not exist then activities would be normal. But, when the pandemic happened to be 2 year's was best time for her, because she is going to graduate from Stanford University in the US. Thus, the kind of the code switching is intra-sentential. The speaker switches Indonesia into English.

The first sentence she uses Indonesia *gue udah kaya ya gitulah kadang kadang*. And then she switches it into English *what if, what if*. Maudy's switch two language in the sentence she used Indonesia and English. The factor influence the sentece is Topic. Maudy's tells the topic about pandemic. She explained to the Putri that the pandemic happened, but it was still the best time for her. Maudy wants the YouTube viewers to know that she's keeping her time on track during the pandemic to doing something positive.

The Kind of Code Mixing

Insertion

Datum (11:16-11:23)

Maudy :"Jadi, gue ngobrol sama setiap *founders* gue ngobrol sama mereka rame-rame dan juga sendiri sendiri kadang."

From the data above, there are two language mixed. Maudy tells about she joined the company's founders; she mixed her code to explained. The first she used Indonesia language *jadi, gue ngobrol sama setiap* and she followed by English language *founders*. This kind of code mixing is insertion. In the data above the word *founders* is a noun. Insertion is the process of incorporating language from one language into another. The factor influence insertion code mixing is Topic. The intention of the utterance above tells about the speaker joined the company's founders. She inserts English to convey the meaning of his remarks.

Datum (34:20-34:25)

Maudy :"Jadi kalau ada sesuatu yang engga jelas *scedule* engga jelas itu gue kaya agak kenapa ya gitu."

In the data above, the utterance counted is code mixing because Maudy used mixes a single word in the middle of the sentence *scedule* in English. The first she said *jadi kalau ada sesuatu yang engga jelas*. The data above consist of two different languages. The researcher found the kind of the code mixing is insertion. The factor influence is Topic. Putri Tanjung as the host gives random topics to games. She asked what situation Maudy Ayunda did not like?. Maudy Ayunda answered the question she does not like obscure scedules. On the podcast she explained that it has a high micromanage so, everything must be perfect.

Datum (28:30-28:35)

Maudy : "Cuman karna gue *introvert* gue emang jarang apa ya keluar keluar ketemu orang"

In the data above, the utterance counted is code mixing. Maudy mixes Indonesian and English. First, she said *cuman karna gue*. And then she inserted a single word in English *introvert* in the utterance in one sentence. The researcher concluded that the kind of code mixing is insertion. She says that she's an introvert who

never met many people. The factor influence is Topic. The topic in the podcast discussed about introvert or extrovert. Then, Maudy sebagai guest star tells bahwa dia introvert. She told viewers and her fans that she never met many people. Because all this time her fans think that celebrities have extroverted personalities.

Alternation

> Maudy :"Kaya nya menurut gue kalo kita apa ya kalo kita berusaha menginspirasi orang dengan cara bilang *you can achive everything that you want*."

In the data above, the researcher found Maudy mixed two language Indonesia and English in one sentence. The first she answered by Indonesia *kaya nya menurut gue kalo kita apa ya kalo kita berusaha menginspirasi orang dengan cara bilang* 'A' represent Indonesia language. And then, she continue with the English *you can achieve everything that you want* 'B' represent English language. The researcher categorized the kind of code mixing is alteration. The factor influence is the Topic. In the sentence above the speaker inform to YouTube viewers, when we trying to inspire others by saying *you can achieve everything that you want* in English language. The viewer's podcast CXO Media Channel on YouTube is not only Indonesia citizen but viewers foreigner. Therefore, she used mixed language to explain the purposed.

Datum (34:52-34:53)

> Maudy : "Gue seneng banget *come up with this light*."

In the data above, Maudy mixed two languages, Indonesia and English in one sentence. At first, she said *gue seneng banget* represents 'A' Indonesian language. After that, she mixed with English *come up with this light* representing the 'B' English language. This utterance consists of a different language in one sentence. Therefore, the kind of code mixing is alternation. Meanwhile, the factor influence is Function. In the utterance *gue seneng banget* expresses her feelings in the Indonesian language. And then, she is informed by the English language *come up with this light* means that she's happy to write.

Congruent Lexicalization

> Maudy :"*I just wanna be greatfull* bahwa *at least you know I got the experience that.*"

In this utterance, Maudy Ayunda tells that she is grateful to have experience while studying at Stanford, University. She used mixes language English and Indonesia to explain the answered. The dominant language in the data above is English. The first utterance she said English *i just wanna be greatfull* represent 'A' language. And then, she inserts Indonesia language *bahwa* in the middle of the sentence represent 'B' language. She also mixes again by English language. The researcher concludes the kind of the code mixing is congruent lexicalization. Meanwhile, the researcher found the factor influence is Topic. The host talked about the topic of activities during the pandemic. The speaker answered mixes language. She answered the question like a native because of her background studying at Stanford, University. English language became the second language. She enjoys and feels comfortable using mixes language.

Conclusion

The researcher found the code switching and code mixing in Podcast CXO Media Channel used by Maudy Ayunda in the kind of code switching and code mixing, the factors influencing code switching and code mixing. There are three kinds of code switching used by Maudy Ayunda in Podcast CXO Media namely *Extra-Sentential or Tag, Inter-Sentential and Intra-Sentential*. Three kinds of code mixing *Insertion, Alternation, and Congruent Lexicalization*. The factors influencing code switching and code mixing are *Topic, Participant* and *Function*.

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