An Analysis of Code Mixing in Lazuardy Printing TikTok Account

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Abstract

The goal of this research was to determine the types of code-mixing employed in Lazuardy's Tiktok account, as well as the variables that influence code mixing. This research was a descriptive qualitative analysis that aimed to characterize the many types of code-mixing and the elements that influence them. The information was gathered through English and Indonesian code mixing texts on Lazuardy's Tiktok account @lazuardy.printing, as well as an interview with the CEO of PT Lazuardy Global Service, in order to identify the reasons and categorize the different forms of code mixing. As a result of the study, the researcher discovered a total of 139 Indonesian English code mixing in Lazuardy's Tiktok, with 84 data representing 60% of word insertions, 41 data representing 30% of phrase insertions, 11 data representing 8% of hybrid insertions, and 3 data representing 2% of clause insertions. According to the report, code mixing is utilized for two reasons. The first reason is that the younger generation is classified as the segmented market of the company. Another goal is to present Lazuardy's products, which will be largely written in English.

Keywords

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Introduction

Indonesia is well known as multicultural country consisting many diversities of cities, religions, languages, and races, food, tradition, and others (Haryati & Prayuana, 2020). As English is important in some aspects in life (Azir, 2021) including in the context of competing with others in ASEAN Economic Community (Azir, 2019), Indonesian tends to blend English and Indonesian. The phenomenon of blending one language with another is known as code mixing, according to Wardhaugh (2002). Furthermore, code mixing is an interaction phenomena in which two languages are used at the same time to convey that they are switching from one to the other in an utterance (HP and Abdullah, 2012). Briefly, code mixing is the process of a speaker combining two languages in order to communicate with others. In his thesis on code mixing, Amsal (2011) discovered that code mixing may be a highly beneficial communicating method.

The study of code mixing helps to better understand the nature, method, and restrictions of the language we use, as well as individual values, communication tactics, linguistic attitudes, and function in various social and cultural settings (Jacobson, 1998). Code mixing has been a long-standing tradition. Indonesian culture uses two languages in everyday conversation: Indonesian and a variety of regional languages. Code mixing between two regional languages, such as Sundanese and Minangkabaunese, has happened on the other hand. Because of Indonesia's varied ethnic population, this occurs. Indonesia is home to a wide range of ethnic groups, each having their own dialects and languages that contribute to the country's rich culture. As a consequence, Indonesians often mix codes in their communication (Marzona, 2017). Code mixing is currently used in social media interactions such as Facebook, WhatsApp, Instagram, TikTok, and others, in addition to direct communication. As it is seen on social media, many people use code mixing while posting posts or conversing. Despite the fact that most people are ignorant of it, this phenomenon has become a common occurrence for individuals to take advantage of (Hairennisa, 2018).

There have been a number of researchers that have studied code mixing as a topic of study. During her analysis, Kustanti (2014) observed four distinct types of code mixing in the classroom. The four types of mixing were intra-sentential mixing, intra-word code mixing, taq-mixing, and intersentential mixing. She also discovered the motivational reasons for students' use of code mixing, such as: students will become accustomed to code mixing if it is used correctly, it will reduce the need for students to speak in English, and they will have a better understanding of the lesson because the idea is delivered in mix language. Mustikawati (2016) studied how code switching and mixing were used in the learning process. She detected seven distinct types of coding integrating linguistic differences, including the insertion of Indonesian, English, Arabic, and Javanese words, phrases, idioms, nouns, adjectives, clauses, and sentences. Pratama, Suwandi, and Wardani (2017) investigated the extent of code mixing and code switching in Ninit Yunita's book "Ku Kejar Cinta ke Negeri Cina," finding two types of code mixing based on Suwito's (1983) theory: outer code mixing, which concerned the combination of Indonesian and other foreign languages such as English, Mandarin, and Arabic, and inner code mixing, which concerned the combination of Indonesian and another local language such as Bahasa Indonesia Meanwhile, the writer switched between English, Mandarin, Indonesian, and Arabic.

Following those empirical findings, the researcher conducted a study on the code mixing phenomenon, from the captions and contents of the most popular social media right now, TikTok. It is one of the most popular communication channels used by adolescents and young adults (Basch *et al*, 2021; Olvera *et al*, 2021). TikTok monthly active users increased by 800 percent between January 2018 and August 2020, reaching a total of 100 million in the United States and 700 million internationally (Sherman, 2020). Based on the following explanation, the writer was interested in investigating the use of code mixing between Indonesian and English in Lazuardy's Indonesian advertisement in Tiktok. The usage of code that combines Indonesian and English in adverts is a fascinating topic to investigate (Marzona, 2017). The goal of this study was to explore Indonesian-English code mixing and discover the causes for its use on the Tiktok social platform, taking into consideration the notion of code mixing. This study should be useful to sociolinguists who are worried about language change since it provides reliable evidence.

Method

The research method employed was qualitative research. Qualitative research is a kind of research in which the researcher examines and interprets their environment and experiences (Sharan, 2009). Qualitative research is distinguished by its focus on technique, knowledge, and meaning, as well as the researcher's central involvement in data collection and analysis. In this research, the author looked at the code mixing used in Lazuardy's commercial adverts on Tiktok social media.

The researcher provided data in numerical and descriptive form in this study, which was planned as a descriptive quantitative study. A quantitative research strategy, according to Sugiyono (2016), is one that is based on positivist ideology and is used to analyze the population or a particular sample. According to Arykunto (2002), descriptive research investigations are designed to obtain information on the current condition of phenomena. They are designed to determine the nature of an issue as it currently exists at the time of the inquiry. The purpose of this research was to investigate the various forms of code mixing used on Lazuardy's Tiktok account, as well as the factors that impact code mixing.

The descriptive analysis method is used to examine the data divining manual approach, which is based on the code-mixing theory. It takes the following three actions: (a) reading the texts on captions or shown on videos of Lazuardy's commercial advertising on Tiktok; (b) utilizing applicable theory to differentiate the various types of code-mixing that are used; and (c) evaluating the functions of utterances from the data. (d) making conclusions based on the investigation's results.

For data analysis, the researcher followed the steps outlined as follows. The study started by collecting data from text captions and videos of Lazuardy's commercial videos on TikTok. There were 139 code mixing texts found on Lazuardy's Tiktok account. Those 139 code mixing words were then classified their status into many forms of code mixing. The data was then split into percentages to ascertain the various sorts of code mixing used by Lazuardy on Tiktok account.

Results

Kinds of Code Mixing used in Tiktok

Suwito (1996) theory was employed in Mediyanthi (2012) and Hahyesalaemae (2017) to classify different types of code mixing into six categories: insertion of words, phrases, clauses, reduplication, hybrids, and idiom. However, the researcher discovered just four classifications from the examination of the texts on captions and texts on videos in this study: word, phrase, clause, and hybrids.

The frequency and the percentages of all kinds of code mixing found on Lazuardy's Tiktok account are counted and splitted into percentages in the table as follows:

Table 1. Kinds of Code Mixing on Lazuardy's Tiktok Account

Kinds of Code Mixing	Frequency	Percentage (%)
The insertion of word	84	60%
The insertion of phrase	41	30%
The insertion of clause	3	2%
The insertion of hybrids	11	8%
Total	**139**	**100%**

Based on the table, the most frequently used in code mixing is the insertion of words with the frequency 84 times which reached the 60% of the total. Then, the second place is occupied by the insertion of phrase with the

frequency reached 41 times splitted into 30 per cent of the total allocation. The insertion of hybrids and clauses are the minority with 11 times and 3 times in data respectively.

Factors impacting Lazuardy Tiktok's usage of code mixing

Based on the interview with the leader of PT Lazuardy Global Service, the writer found some reasons that are the factors impacting Lazuardy Tiktok's usage of code mixing. There are two basic reasons of using code mixing as stated by the leader during the interview. First is the segmented market which is the young generation. There are some studies have shown that Indonesian youngsters use the Indonesian English code mixing in social networking, in this study is Facebook (Kasyulita, 2017; Sutrismi and Laila, 2014; Perdana, 2014). As Lazuardy segmented market is youth, they used the code mixing to reach those potential markets. Another reason is for introducing Lazuardy's products, mostly in English. As almost all products of PT Lazuardy Global Service using English words, the code mixing used for mentioning the products as well as introducing the products to the public on social media Tiktok.

Discussion

Code Mixing used in Tiktok

As stated previously, the researcher discovered four classifications from the examination of the texts on captions and texts on videos in this study: the insertion of word, the insertion of phrase, the insertion of clause, and the insertion of hybrids.

1) The Insertion of Word
   The lowest unit of language is the word, which is made up of one or more morphemes. Inserting English words into Indonesian utterances is one method of code mixing. When Indonesian utterances include distinct terms, this might happen. There were a few occurrences of word insertion in Lazuardy's Tiktok account:
   - Kita ready lagi nih
   - Auto Nyesel yang Skip Video ini
   - Dapat mini sling bag yang bisa dibongkar pasang, guys
   - Yang kedua ini mini pouch tissue 4 in 1 yang bisa kalian bawa-bawa untuk traveling
   - Bisa custom desain gais
   - 1 set ini bisa custom pakai design kalian sendiri
   - Design maskernya banyak bangett
   - Bisa custom juga loh
   - Mau ikutan custom juga?
   - Hasil lipetnya jadi segini dong, cute
   - Jangan skip dulu ya
   - 75.000 dapat 3 item
   - Semua produk ini waterproof loh
   - Pastinya kalian bisa pakai design kalian sendiri guys
   - Liat sampai akhir guys… kocak banget
   - Ada 3 design
   - Bisa custom nama juga
   - Buruan yang mau tanya-tanya tentang custom apapun
   - Ecobag ekonomis
   - Lazuardy yang bagiin souvenir deh
   - Kamu udah siap beli kan? follow IG lazuardy.printing
   - Kalian kepo banget nggak sih sama proses printing kita?
   - Diskusi dulu nih bareng customer
   - Kalau design udah ok baru kita oper
   - Ini produk-produk custom yang sudah kita buat
   - Nama produknya itu Cutlery ekonomis
   - Langsung print aja deh
   - Lanjut heating bahan

- Pouch serbaguna custom di Lazuardy Printing
- Kak, aku print kain di tempat lain hasilnya gak bagus
- Udah dibilang Print kain di Lazuardy hasilnya pasti bagus
- Bisa print di berbagai jenis kain
- Eco bag resleting custom
- Masker custom
- Rekomendasi masker taslan custom
- Variasi sunset Jepang
- Customer servis
- Proses design & editing
- Bahannya tuh waterproof anti air loh
- Ini Namanya Pouch 3 in 1
- Hai Laz sudah weekend nih
- Udah nentuin outfit belum nih untuk jalan sama doi?
- Untuk order bisa langsung chat admin kita di WA/DM IG yah
- Dibuat dengan bahan waterproof
- Bisa custom desain sesuai keinginan kalian dan custom produk yang lain
- Lazuardy printing bisa bantu custom atau desain dari kamu sendiri juga bisa banget!
- Jaket waterproof
- Jaket waterproof custom sih berguna banget di musim penghujan gini.
- Hati-hati dalam memilih sajadah travel
- Pastikan bahannya terdiri dari waterproof
- Ini dia bahan waterproof dari kita
- Promo Payday! Diskon hingga 50%
- Sepraktis itu bawa sajadah travel ga pake ribet!
- Custom desain sesukamu
- Bingung kalau pergi pake fashion apa?
- Dan juga ada bucket hat yang kekinian
- Sepraktis itu bawa sajadah travel ga pake ribet!
- Hal yang bikin kamu ragu untuk beli produk printing
- Terbukti banyak customer yang puas dengan hasil print di kita
- Kalau mau souvenir pesennya di @lazuardy.printing
- Yang ada di sound ini
- Link Shopee ada di bio Tiktok kita ya dear
- Kalau mood lagi jelek, malas jualan
- Pindah toko offline baru
- Hampers Sajadah Saku Set
- Gimana nih guys? Kamu keracunan nggak? Langsung aja yuk stalk IGnya @lazuardy.printing
- Ketika customer banyak tanya datang ke toko
- Ketika customer nanya part 2
- Kak ada produk ready yang lagi promo ga?
- Masih jaman ya sekarang souvenir kaya gini?
- Cuman di Lazuardy buat souvenir yang unik-unik
- Bahannya itu canvas waterproof, jadi kalian itu ga usah takut kena air
- Jadi yang clean itu buat masker yang belum kita pakai
- Dan yang dirty itu buat masker yang kita udah pakai
- Kalian juga bisa custom desain sesuka kalian
- Ini contoh-contohnya yang design custom
- Lazuardy & team mengucapkan Dirgahayu Republik Indonesia
- Ecobag Lipat Custom
- Paket hampers 310 piece sudah siap packing dan siap antar
- Cover masker kekinian
- Berani tampil keren dengan cover maskermu
- Promo All Produk

- Ketika customer baru bertanya
- Kalau pakai design sendiri boleh ga?

2) The Insertion of Phrase
Phrase is a grammatical term for a single structural unit that often contains more than one word and lacks the subject and predicate structure seen in clauses. The following are the insertion of phrases found on Lazuardy's Tiktok account:
    - Ayo hindari 3R, stay safe guys
    - Kita bakalan open order cuma di via Shopee
    - Produk best seller kita yaitu masker
    - Mau tau outfit printing by @lazuardy.printing?
    - Yang pertama itu ada eco bag roll
    - Dan hand sanitizer holder
    - Dalam satu paket ya, stay safe
    - Hallo Lazlovers, kita ready ecobag ini
    - Tapi kalau satuan, kita pakai bahan yang udah ready stock di kita
    - 1 set ini dapat masker, ecobag, dan handsanitizer holder ya
    - Lazuardy punya Tote Bag Motif Korea ga?
    - Kita ada totebag design Korea loh
    - Halo guys, mistery box kita masih ready ya
    - Mistery box ternyata isinya sebanyak ini
    - Tas belanja lipat custom by @lazuardy.printing
    - Kamu bisa custom design juga
    - Wah ternyata di Lazuardy biasa custom design loh
    - Mau punya Tote Bag lucu kayak gini?
    - Ini Namanya Swing pouch
    - Cuttlery set economis custom
    - Ini tuh tas Eco bag yang keren banget
    - Ada 2 tipe eco bag loh
    - Ada yang eco bag premium juga eco bag ekonomis
    - Yang ini eco bag premium
    - Eco bag ini juga bisa bawa barang maksimal 10 kg
    - Ini tuh eco bag ekonomis
    - Bahannya tuh nylon waterproof tahan air juga loh
    - Kalian bisa custom sendiri
    - Perlengkapan new normal kamu
    - Sampingnya juga ada tempat buat tempat hand sanitizer juga loh
    - Outfit weekend kamu nanti apa?
    - Bisa banget nih pakai swing pouch kita
    - Ada juga bucket hat dan ecobag lipat mininya
    - Alasnya dilapisi dengan bahan Ripstop Waterproof
    - Cuttery set ekonomi
    - Ada rencana couple produk sama best friend kamu?
    - Halo, Payday Time!
    - Hampers lebaran anti mainstream
    - Wow ada promo 9.9 Shopping Day
    - Karena di Lazuardy ada promo puncak 9.9 Super Shopping Lazuardy Day
    - Kak boleh custom design?

3) The Insertion of Clause
Clauses are grammatical organizing units that are smaller than sentences but bigger than phrases, words, or morphemes, with a subect and predicate. Here are the clause insertions found on Lazuardy's Tiktok account:
    - Eco bag by Lazuardy aja, guys
    - Eco bag by Lazuardy aja

- Buy 1 get 1 diskon sampai 50%

4) The Insertion of Hybrids
   The term "hybrid" refers to the combination of two separate linguistic substances that have meaning. Another sort of Indonesian-English code mixing that occurred in this study was hybrid. The following are the insertion of hybrids found on Lazuardy's Tiktok account:
   - Setelah dicetak, tinggal dipacking dan dikirim ke customer kita, guys
   - Bisa di custom gambar sesuai yang kalian mau juga
   - Langsung dicek aja yuk stocknya di Instagram kita
   - Totebagnya kakak. Bisa custom juga loh. Kalau penasaran, check IG kita ya
   - Printnya pakai mesin EPSON
   - Apa saja yang bisa di custom?
   - Hasil printnya jernih
   - Souvenirnya pesen di @lazuardy.printing ya
   - Link shopeenya ada?
   - Buat costumer Lazuardy yang lagi nungguin produk customnya
   - Kalau mau print, order nya minimal berapa?

Based on the data analysis, the researcher found a total of 139 Indonesian English code mixing in Lazuardy's Tiktok which consists of 84 data or 60% the insertion of words, 41 data or 30% the insertion of phrase, 11 data or 8% the insertion of hybrids, and 3 data or 2% the insertion of clause.

Factors of Using Code Mixing in Tiktok

People may be motivated to employ English code mixing for a variety of reasons. English was formerly employed to identify a person's educational degree and to demonstrate their social standing. Furthermore, as a result of globalization, English has become a fashion, with everyone attempting to use it. Then, while they were conversing or posting on social media, English used to capture the attention of the youngsters. As a result of these factors, the adoption of English code mixing by Tiktok users has increased. This is in line with what the researcher found on the interview

Based on the result, two reasons of using the code mixing on Lazuardy's Tiktok account are found during the interview to know the real objective. The divided market for the young generation is the first. In social networking, Indonesian teenagers utilize the Indonesian English code. Because Lazuardy's target market is young people, they employed code mixing to reach out to them. According to Hockett (1958) in Sutrismi & Laila (2014), code mixing is used for a variety of reasons, one of them is to communicate with the youngsters. According to Wardhaugh (2002, 2006, 2010), the phenomena of bilingualism leads in the prevalence of code switching and code mixing, which is why so many Indonesian teenagers utilize code mixing. Furthermore, the findings show that a multilingual nation like Indonesia encourages individuals to speak many languages simultaneously. In recent years, as communication technology has advanced, linguistic interaction has occurred not just face to face but also via social media platforms such as Tiktok. Tiktok users in Indonesia connect with one another in their mother tongue language, Bahasa Indonesia, as well as English. Because Bahasa Indonesia is the national language of Indonesia, its young speak it. Then, to demonstrate their modernity, they employ English as a lingua franca. Based on this, they decided to use code mixing to integrate the Indonesian and English languages in a single transmission.

Another result as the motivation of using code mixing in Lazuardy's Tiktok perpective is for introducing Lazuardy's products. In fact, almost all products of PT Lazuardy Global Service are in English words. To reach out the Indonesian customers which speak Indonesian nationally, the need to use code mixing of Indonesian and English language to make the customers understand and aware of their products. The code mixing in Lazuardy's context is used for mentioning the products as well as introducing the products to the public on social media Tiktok. This is in line with the reasons of code mixing in Hockett (1958) theory as cited in Sutrismi & Laila (2014) even though it is described in different ways. The reasons of Lazuardy in this context are in line with the need filling motive and prestige filling motive (Hocket, 1958) in Sutrismi & Laila (2014). A need-filling motivation occurs when the speaker is unable to locate terms in their language that have a comparable meaning for example "ada 2 tipe eco bag loh". Eco bag cannot be literally translated into Indonesia. That is why English is used in this context. Another reason is Hocket's prestige filling motive theory. It occurs when the speaker's selected prestige-

inflating reason reveals their prestige standing. As Lazuardy uses mostly English on their products, it also shows some prestige on some levels.

Conclusion

The writer produced some intriguing statistics based on the study findings and discussion of the research. The use of two or more languages by arranging the linguistic pieces without affecting the content or context of the statement is known as code mixing. The writings on captions and videos of TikTok in this study utilize code mixing by introducing linguistic aspects from English into Indonesian in their statuses. The study discovered that Lazuardy's TikTok account employed code mixing on both caption texts and video footage. In Lazuardy's Tiktok, the researcher discovered a total of 139 Indonesian English code mixings, with 84 data representing 60% of word insertions, 41 data representing 30% of phrase insertions, 11 data representing 8% of hybrid insertions, and 3 data representing 2% of clause insertions. There are two reasons why code mixing is used, according to the study. The first reason is that the youthful generation is a segmented market. Another purpose is to introduce Lazuardy's goods, which will be written mostly in English.

The researcher may provide recommendations based on the study's findings. For first off, this study may serve as a model for other academics who wish to investigate the phenomena of code mixing on social media, particularly in Tiktok. In this regard, the primary goal of this research was to examine the various forms of code mixing utilized in Lazuardy's Tiktok advertising and to determine the reasons for its usage. The researcher expects that other academics who do similar studies will undertake more in-depth and comprehensive study so that a better knowledge of code mixing may be gained. Second, this study is recommended for persons who are interested in sociolinguistics, which is a branch of linguistics that deals with the study of language in society. The curiosity concerning the code mixing phenomena, particularly in social media, may be addressed via this research, which is based on industry perspectives. As a result, the researcher expects that this study will provide a better understanding of the code mixing phenomena that happens on a regular basis.

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