

An Analysis Of Code Mixing In Qania Fanani Youtube Channel

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Abstrak

Umum bagi individu untuk menggunakan beberapa bahasa dalam kehidupan sehari-hari dan seringkali mencampurnya. Tren ini telah menjadi gaya berbicara yang populer dalam masyarakat. Tujuan dari penelitian ini adalah 1) untuk mengetahui jenis campur kode yang dominan dan 2) untuk mengetahui faktor dominan yang menyebabkan Qania Fanani menggunakan campur kode. Penelitian ini menggunakan metode deskriptif kualitatif dan instrumen utama penelitian ini adalah peneliti sendiri. Dalam mengumpulkan data, penelitian ini menggunakan observasi dan dokumentasi. Penelitian ini menggunakan teori dari Muysken (200:1) untuk menganalisis jenis campur kode dan teori dari Hoffman (1991:116) yang mendefinisikan faktor-faktor penyebab campur kode. Hasil dari penelitian ini menunjukkan bahwa ada tiga jenis campur kode yang digunakan oleh Qania Fanani dalam video "Q and A kuliah di Amerika". Umum bagi individu untuk menggunakan beberapa bahasa dalam kehidupan sehari-hari dan seringkali mencampurnya. Tren ini telah menjadi gaya berbicara yang populer dalam masyarakat. Tujuan dari penelitian ini adalah 1) untuk mengetahui jenis campur kode yang dominan dan 2) untuk mengetahui faktor dominan yang menyebabkan Qania Fanani menggunakan campur kode. Penelitian ini menggunakan metode deskriptif kualitatif dan instrumen utama penelitian ini adalah peneliti sendiri. Dalam mengumpulkan data, penelitian ini menggunakan observasi dan dokumentasi. Penelitian ini menggunakan teori dari Muysken (200:1) untuk menganalisis jenis campur kode dan teori dari Hoffman (1991:116) yang mendefinisikan faktor-faktor penyebab campur kode. Hasil dari penelitian ini menunjukkan bahwa ada tiga jenis campur kode yang digunakan oleh Qania Fanani dalam video "Q and A kuliah di Amerika".

Kata Kunci: *Sociolinguistik, Campur Kode, Qania Fanani, YouTube.*

Abstract

It is common for individuals to use multiple languages on a daily basis and frequently mix them together. This trend has become a popular style of speaking within society. The objectives of this study are 1) to find out the dominant type of code mixing and 2) to find out the dominant factor that cause Qania Fanani used code mixing. This research was descriptive qualitative method and the main instrument of this research was the researcher. In collecting the data, this research utilized observation and documentation. This study used theory from Muysken (200:1) to analyze the types of code mixing and Hoffman (1991:116) that defined factors that cause code mixing. The result of this study shown that there were three types of code mixing that Qania Fanani used in video "Q and A kuliah di Amerika". There were 42 utterances of insertion (65,63%), 12 utterances of alternation (18,75%), and 10 utterances of congruent lexicalization (15,62%). Insertion was the dominant type of code mixing that Qania Fanani used in her video she lacks of vocabularies and for attraction. Then, the researcher found some factor that cause code mixing. The factors are 51 utterances talking about particular topic (53,69), 11 utterances being emphatic about something (11,58), 1 interjection (1,05%), 16 utterances intention of clarifying the speech content for the interlocutor (16,84%), 7 utterances repetition used for clarification (7,37%) and 9 utterances expressing group identity (9,47%). The dominant factor that causes Qania Fanani used code mixing in her video was talking about particular topic.

Keywords: *Sociolinguistic, Code Mixing, Qania Fanani, YouTube.*

INTRODUCTION

According to Jendra (2010:68), a bilingual individual is someone who has the ability to speak more than one language. Weinreich (1953:1) defines bilingualism as the use of two languages interchangeably, whether it is done by an individual or a group. Essentially, being bilingual means having the capacity to communicate in two languages, from speakers to listeners.

Currently, many individuals choose to speak more than one language regularly in order to broaden their knowledge and experience what it is like to be bilingual. Therefore, it is increasingly common to encounter people who are proficient in multiple languages in their everyday lives.

Alsabila (2021:2) cites Sumarsono and Partana in stating that code mixing is an integral aspect of bilingualism and cannot be separated from it. Code mixing refers to the phenomenon that occurs when a speaker incorporates words or phrases from another language within a particular language. The speaker may use two or more languages to convey their ideas, instructions, messages, or experiences, in order to help listeners or readers understand what they are saying. The need for language mixing in a particular situation and the speaker's habits, which act as the background noise for code mixing, are the primary causes of this phenomenon.

The existence of code mixing cannot merely simply to be assumed that the speakers lack of vocabularies of certain language or any unique cultural pressure, because the speakers that fluent in two codes also still have the inclination to mix the language in the conversation, Muysken (2000: 246). He stated that there are three main types of code mixing. The first type is insertion. The act of code mixing involves the use of individual words or phrases, rather than entire clauses or sentences, which is commonly known as insertion. In order to form a coherent sentence, a speaker may insert a word or phrase from another language. The second type is alternation. Alternation is code mixing that occurs when the speaker inserts or put clause from the other language within a language. the third, congruent lexicalization refers to inserts English words and phrases in Indonesian language utterance whose meanings are already known in general by people in the first language.

When code mixing occurs, the factors of the speaker is an important consideration in the process. According to Hoffman (1991:116), there are a number of factors for bilingual or multilingual person to switch or mix their language. They are utterances talking about particular topic, quoting somebody else, being emphatic about something, interjection, intention of clarifying the speech content for the interlocutor, repetition used for clarification and expressing group identity.

According to Anjungroso (2018: 2), code switching and code mixing are commonly observed on social media. Many individuals, particularly teenagers between 14 to 23 years of age, prefer learning through different media types rather than textbooks. Tampubolon et al. (2021: 377) also indicated that educators from various academic institutions believe that technology has the potential to bring a revolution in education by enabling effective teaching and academic success. This is because individuals tend to retain information better when presented visually, rather than in textual form. Furthermore, Sipayung, K. (2021: 33) suggested that using media in language teaching can help students improve their language proficiency. This phenomenon is linked to the widespread occurrence of code mixing in Indonesia, as people who watch videos that frequently switch between Indonesian and English can unconsciously learn new vocabulary from the content. In addition, teacher can use code mixing and code switching in teaching learning process especially in teaching learning process (Fitria & Syarif, 2021: 217)

Nowadays, YouTube has emerged as the primary social media platform for learning various subjects. Indonesian students also participate in the YouTuber program, which provides instructional content to support and motivate them in their education. As some of these YouTubers travel for school, they often speak multiple languages. Qania Fanani is one such student who has become a YouTuber. In her videos, Qania Fanani code mixes Indonesian and English. For this research, the Qania Fanani Channel was selected as the focus.

Every vlog style that is relaxed in conveying information about college life and life in the United States can become a special attraction for her subscribers. In some of her videos too, he explains tips on how to easily learn English. The videos are in demand by Indonesian students because they motivate and help their viewers improve their English. On her YouTube channel, there is a video entitled "Q and A college in America". She answered questions about how she got to school in America and graduated with her bachelor's degree at the age of 20. It's helpful for students who want to study abroad.

The writer selected Qania Fanani as the subject of the study because her videos demonstrate code mixing, which is important for identifying different types of code mixing, as well as the factors that trigger these language

phenomena. Furthermore, the writer is intrigued by Qania's video due to its high viewership of 133,000, which has the potential to benefit Indonesian students in improving their English skills. Qania's effective public speaking skills make her explanation of studying in America captivating, and the video can serve as inspiration for students to pursue overseas education in today's era.

Based on the background above, the writer is interested in conducting a research entitled “An Analysis of Code Mixing in Qania Fanani YouTube Channel”.

METHOD

This research was used descriptive qualitative research design because focusing on the organization of the explanation and observed the video as a natural object. Rukminingsih, (2020: 87-93), A qualitative researcher is a researcher who tries to understand phenomena by focusing on a total description rather than just focusing on variables. The subject of this research was Qania Fanani. Moreover, the object that used in this research was code mixing. The source of data was taken from Qania Fanani on video “Q & A Kuliah di Amerika”. In this research, the data was the utterances made by Qania Fanani in her video YouTube channel about “Q & A kuliah di Amerika”.

In this research, the instrument of collecting data was observation. The researcher was watch and observed the vide “Q & A Kuliah di Amerika”. The researcher was writing the transcript of the utterance use by Qania Fanani Video that contain code mixing. After collected the data the research analysed the data to find out what is the dominant code mixing used by Qania Fanani in her video. To analysed the data, the researcher used theory that stated by Muysken (2000:1).

RESULTS AND DISCUSSIONS

1. Results

After analysed the data, researcher found that Qania Fanani used code mixing in her video. There are 42 times insertion, 12 times alternation and 10 times congruent lexicalization. The findings of the research can be seen below:

Table 1. Types of Code Mixing Used by Qania Fanani

No	Types of code mixing	Frequency	Percentages
1	Insertion	42	65,63 %
2	Alternation	12	18,75 %
3	Congruent Lexicalization	10	15,62 %
Total		64	100 %

Table 2. Factors that Cause Code Mixing used by Qania Fanani

No	Factor	Frequency	Percentages
1	Talking particular topic	51	53,69 %
2	Being emphatic about something	11	11,58 %
3	Interjection	1	1,05 %
4	Repetition used for clarification	16	16,84 %
5	Intention of clarifying the speech content for the interlocutor	7	7,37 %
6	Expressing group identity	9	9,47 %
Total		95	100 %

2. Discussions

After analyzing the data, it can be concluded that Qania Fanani mainly used insertion as a form of code mixing in the video "Q and A kuliah di Amerika." The reason for this is that Qania Fanani had lacks of vocabularies in one language, and she may not have enough words to express an idea, so she incorporated words from another language to complete the sentence. In addition, she did code mixing to grab the speaker intention and for attraction. For example, Qania Fanani used the phrase "personal statement," which may not have a suitable equivalent in her native language. Hence, she used this English term to convey the idea (Nikula & Moore, 2019). This is an example of insertion as a form of code mixing used by Qania Fanani in the video.

The second most dominant factor that causes code mixing by Qania Fanani in the video is talking about a

particular topic. As the video was about Q and A lectures in America, Qania Fanani answered questions related to lectures in America based on her experience as a student in America (Ortega, 2019). Therefore, when she talked about a new topic or focused on a particular topic, she used code mixing more often.

In summary, the data analysis revealed that Qania Fanani mainly used insertion as a form of code mixing in the video, and talking about a particular topic was the most dominant factor that caused code mixing in her speech. This study demonstrates that code mixing can serve various communicative functions and can be influenced by various factors, including language proficiency, topic, and cultural context (Marshall & Moore, 2018)

The benefits of research on code mixing and code switching between Indonesian language and English on YouTube for nation and this country is to increase the understanding and use of English in typical multilingual. By understanding how and why Indonesians mix or switch between Indonesian language and English in daily conversations, we can use this as alternative way to teach English to improve students' ability to master English. Additionally, this research can also help Indonesians people to know that how important YouTube that we can use to learn everything. In YouTube we can find knowledge easily and efficiently. Lastly, this research can help the students about how lectures in America.

CONCLUSIONS

Based on the findings and discussions, the researcher concluded the result based on the research problem, as follow: The result of this study shown that there were three types of code mixing that Qania Fanani used in video Q and A kuliah di Amerika. There were 42 utterances of insertion, 12 utterances of alternation, and 10 utterances of congruent lexicalization. The dominant type of code mixing that Qania Fanani used is insertion. After analysed the factor that causes code mixing that shown by Qania Fanani, then researcher found some factor that causes code mixing. The factors are 51 utterances talking about particular topic, 11 utterances being emphatic about something, 1 interjection, 16 utterances intention of clarifying the speech content for the interlocutor, 7 utterances repetition used for clarification and 9 utterances expressing group identity. The dominant factor that causes code mixing used by Qania Fanani in video "Q & A kuliah di Amerika" was talking about particular topic.

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