

AN ANALYSIS OF CODE-MIXING AND CODE-SWITCHING USED BY RICH BRIAN AND NIKI IN NAJWA SHIHAB'S *APA ADANYA RICH BRIAN & NIKI* YOUTUBE VIDEO

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Abstract

The objectives of this research were to find out the types and reasons of code mixing and switching used by Rich Brian and NIKI in Najwa Shihab's *Apa Adanya Rich Brian & NIKI* YouTube Video. This research was conducted by using descriptive qualitative method. The utterances were analyzed and categorized into the framework developed by Hoffman who proposed types of code-switching and mixing. The results showed that intrasentential code switching appeared most often with a total of 46 times (42.9%). Meanwhile the rest were intrasentential mixing 34 times (31.7%), intrasentential switching 22 times (20.1%), intralexical mixing 4 times (3.7%), and the lowest frequency is tag switching 1 time (0.9%). The researcher found that there were only six reasons. Those were intention of clarifying the speech for interlocutor 66 times (61.6%), talking about a particular topic 29 times (27.1%), expressing group identity 4 times (3.7%), interjection and repetition used for clarification 3 times (2.8%), and last being emphatic about something 2 times (1.8%). The findings demonstrate that Rich Brian and NIKI purposefully mix and switch their language to make sure that the message is as clear as possible to the interlocuter.

Keywords/Kata Kunci: *code mixing, code switching, reasons of code mixing and switching, utterances*

INTRODUCTION

In Indonesia, there is a current phenomenon that people talk in Bahasa Indonesia mixed with other languages, especially English. This mixing mainly takes place in everyday conversations among the generational cohorts, millennial and Z generations. As for example, people recognize as the term "*Jaksel*" language. *Jaksel* stands for Jakarta Selatan, the area where this language is gaining popularity. This phenomenon of speaking two languages is known as bilingualism. Bilingualism enables people to engage in code-mixing and code-switching to navigate their multilingual environments and effectively communicate with others who share their language capabilities. It is undeniable this phenomenon of code-mixing and code-switching has become a favorable and is accepted as normal thing.

Millennials and Gen Zs are currently the generations with most exposure to the impact of globalization. *YouTube* is a widely popular video-sharing website where users can upload and watch various video clips. It provides a platform where individuals have the freedom to create content and engage with others at any time. This convenience allows linguistics phenomena to occur in that platform. In this research, the Sociolinguistics branch is examined. More specifically, the scope is regarding to code-mixing and code-switching.

In this research, the researcher observed one video posted by a famous Indonesian content creator. The research object is a video in *Mata Najwa* talk show which is hosted by Najwa Shihab and having NIKI and Rich Brian as the guest stars. The video entitled *Eksklusif: Apa Adanya Rich Brian & NIKI*. Their musical success in the international entertainment industry undoubtedly validates their usage of English. Meanwhile, Najwa Shihab, who is equally prominent among today's young, is learning English as part of her job as a journalist. Considering to this case, the practice of using code switching and mixing cannot be separated from them either intentionally or unintentionally, as they utter in the video. Therefore, the researcher chose this video as the object of the research. The originality of this research is

built from the code-mixing and code-switching that was delivered by the guest stars and the presenter in their native language. The researcher is analyzing the types of code-mixing and code-switching and the reasons it happened. It was spoken by Rich Brian and NIKI on the talk show entitled "*Eksklusif: Apa Adanya Rich Brian & NIKI | Mata Najwa*". Thus, this research is entitled "An Analysis of Code Mixing and Code Switching Used by Rich Brian and NIKI in Najwa Shihab's *Apa Adanya Rich Brian & NIKI* YouTube Video".

Some of studies that have been done related to this topic are: A Descriptive Study of Code Switching and Code Mixing Found in *Aku Juga Tak Sempurna* Episode on Perspektif Metro TV by Indah Sari et al; An Analysis of Code-Mixing and Code-Switching Used by Maudy Ayunda in Perspektif Metro TV by Aditiawarman and Hayati; An Analysis of Code Switching and Code Mixing on Teacher's Function of Language Utterances by Sitinjak. These three studies are related to the topic of this research. These references relate to the theory used in this study as well. However, this research emphasizes explaining the reasons behind the types of code mixing and code switching used based on Hoffman's theory. The difference between the previous study is on the object research. This research focuses on utterance that contains code-mixing and code-switching in one of the talk show videos on YouTube, taken from the video entitled *Exclusive: Apa adanya Rich Brian & NIKI* by Najwa Shihab. The researcher analyzes the types of code-mixing and code-switching and find out the reasons for code-mixing and code-switching spoken by Rich Brian and NIKI in the interview. The data will be analyzed based on Hoffmann's theory.

The problems in this research are: 1. What are the types of code-mixing and code-switching are used by Rich Brian and NIKI in Najwa Shihab's *Apa Adanya Rich Brian & NIKI* YouTube Video? 2. Why code-mixing and code-switching are used by Rich Brian and NIKI in Najwa Shihab's *Apa Adanya Rich Brian & NIKI* YouTube Video? The objectives of this research are: 1. To identify and classify the types of code-mixing and code-mixing used by Rich Brian and NIKI in Najwa Shihab's *Apa Adanya Rich Brian & NIKI* YouTube Video. 2. To identify and classify the reasons why code-mixing and code-switching are used by Rich Brian and NIKI in Najwa Shihab's *Apa Adanya Rich Brian & NIKI* YouTube Video.

METHODOLOGY

The descriptive qualitative research is used to describe types and reasons the use of code-mixing found in Najwa Shihab's *Apa Adanya Rich Brian & NIKI* YouTube Video. In this descriptive qualitative research, data collection is done by gather the data through a method, it is analyzing the existing transcript that taken from a video YouTube entitled *Apa Adanya Rich Brian & NIKI Mata Najwa* edition. In analyzing the data, the researcher use technique, it is content analysis. The data that obtained is in the form of utterance containing the phenomenon of code-mixed and code-switched language and context accompany the talks show video. The spoken utterances selected according to the needs will later be transcribed for data analysis. In this research, data was obtained from one of the videos on Najwa Shihab's YouTube channel, *Eksklusif: Apa Adanya Rich Brian and Niki | Mata Najwa* edition. The video duration is 1:01:09 and it was uploaded on May 25, 2022. The researcher analyzes the types of code mixing that appear in the utterances of selected person of the video. The source of the data was taken from one of the videos on Najwa Shihab's YouTube channel, *Eksklusif: Apa Adanya Rich Brian and Niki | Mata Najwa* edition (<https://youtu.be/liGpy3u-F60?si=uMBE93kM5g715TVG>). Text data consists of sentences and words containing code mixing and reasons for using code mixing. Code mixing and switching in their utterances is the main problem in this research. The researcher is the primary instrument in conducting this research.

In collecting the data, there are some steps that have been done by researcher: Watching the video on Najwa Shihab's YouTube channel, *Eksklusif: Apa Adanya Rich Brian and Niki | Mata Najwa*; Rewatching the video on Najwa Shihab's YouTube channel, *Eksklusif: Apa Adanya Rich Brian and Niki | Mata Najwa*; Typing the transcript of the utterances of the selected figures of the video; Identifying/highlighting the code mixing and code switching by reading the transcript; The researcher grouping of the data that had identified, the context, and the reasons into the data sheet. After the data have been collected, the next step is to analysis the data. The collected data from the sentences were analyzed by using the steps: Coding the data on the basis of types code mixing and code switching; Analyzing data one by one, by applying Hoffmann's theory after all the expressions in all sentences have been highlighted; Analyzing the

reason of code mixing and code switching that used; Describing the dominant type of code mixing and code switching that used; Making conclusion.

RESULTS AND DISCUSSION

In the analysis results, the researcher tabulated the data collection in three parts. The research findings categorize the data collection into two main sections: types of code mixing and code switching, also the reasons for code mixing and code switching, which are detailed below. The researcher analyzed and found 107 data containing mix and code switching spoken by Rich Brian and NIKI in one of Najwa Shihab's YouTube Video.

Table 1. Types of Code Mixing

Type	Frequency	Percentage
Intrasentential Code Mixing	34	31.7%
Intralexical Code Mixing	4	3.7%
Involving A Change of Pronunciation	-	-
Total	38	100%

Table 2. Types of Code Switching

Type	Frequency	Percentage
Intrasentential Code Switching	46	42.9%
Intralexical Code Switching	22	20.1%
Tag Switching	1	0.9%
Total	38	100%

The most frequent type is code switching which is 69 frequencies. The second is code mixing with 38 frequencies. Based on those tables, the researcher concludes intrasentential switching is the highest type that uses most often, which is 46 (42.9%) data. The second is intrasentential mixing which is 34 (31.7%) data. Followed by intersentential switching type which 22 (20.1%) data. Intralexical mixing type which obtained 4 (3.7%) data. Tag switching type which 1 (0.9%) data. Last, Involving A Change of Pronunciation type that have zero percentage. From the findings, the researcher found that not all types of code mixing in the videos are exist. Furthermore, all types code switching is used in utterances of Rich Brian and NIKI in the video.

Table 3. Types of Code Switching

Reasons	Frequency	Percentage
Talking particular topic	29	27.1%
Being emphatic about something	2	1.8%
Interjection	3	2.8%
Repetition used for clarification	3	2.8%
Intention of clarifying the speech content for interlocutor	66	61.6%
Expressing group identity	4	3.7%
Total	107	100%

As mentioned in Table 3, the most frequently used reasons by Rich Brian and NIKI in the video is intentions of clarifying speech content for interlocutor, which is 66 (61.6%). The second is talking a particular topic with 29 (27.1%). The third is expressing group identity with 4 (3.7%). Followed by interjection and repetition used for clarification which is 3 (2.8%). The last is being emphatic with 2 (1.8%).

The researcher concludes that there are only 6 types of reasons used by NIKI and Rich Brian. Intentions of clarifying speech content for interlocutor type of reason found in the speech of the two speakers. The results show that

they intentionally code-mix and code-switch from two languages because they know that their interlocutors have the same bilingual background. The interlocutor's language preference or the setting (formal or informal), influences their language choice. Therefore, this type of reason is the most commonly found.

Types of Code Mixing and Code Switching

1. Code Mixing

a. Intrasentential Code Mixing

Intrasentential code mixing type takes place within phrases and word boundaries. This type of code mixing occurs within clauses or sentence boundaries, where each clause or sentence is predominantly in one language or another.

"We said we would drink tea and eat *pisang goreng*" (Datum 1)

The utterance above represents an example of intrasentential code mixing. In this utterance, elements from two different languages or varieties are mixed in the same sentence without a clear boundary between them. In this case, "eat pisang goreng" is Indonesian, indicating a mix of codes in the sentence.

b. Intralexical Code Mixing

Intralexical word are blending occurs within the boundaries of a single word. This occurs when an affix from one language is added to a word from another language.

"*Power-nya ke, ke-cut aja*" (Datum 13)

This utterance is categorized as an intralexical code mixing because the word *power-nya* use the English lexeme "power" and the Indonesian affix "nya". The word "power-nya" combines elements of both languages in one word. This is an example of intralexical word blending as it involves combining elements of Indonesian and English to form a new word with a specific meaning.

c. Involvement A Change Pronunciation

In this type of code mixing, involvement in a shift of pronunciation refers to a situation in which speakers of one language adopt components from another language into their speech, not only in terms of vocabulary and grammar but also in terms of how they pronounce certain words or sounds. This involves adapting the pronunciation of foreign or borrowed words to fit the phonological rules and patterns of the speaker's native language.

In summary, involvement in a change of pronunciation as a sort of code mixing allows speakers to adapt foreign words or sounds to the phonological patterns of their own language while maintaining mutual comprehension. It depicts the fluidity of languages and how they grow in multicultural and multilingual contexts. NIKI and Rich Brian did not utter this type of code mix. They use English or a foreign language as it should be without adapting or modifying it phonologically.

2. Code Switching

a. Intrasentential Code Switching

Intrasentential switching is the use of two or more languages or linguistic types in the same sentence or conversation. It is switching within the same sentence or utterance. It indicates that multiple languages or linguistic parts are employed interchangeably without regard for precise linguistic boundaries.

For example, a speaker may begin a sentence in English, then switch to Indonesian to add a certain term or notion, and then return to English to finish the sentence. Intrasentential switching is demonstrated by the mixing of languages inside the same sentence.

"*Tadi pas aku lagi mau duduk, sampe kayak with the corner of my eyes, I was like*" (Datum 3)

The incorporation of linguistic elements from another language within the same sentence distinguishes it as an example of intrasentential flipping. It indicates the speaker's bilingual or multilingual attitude, as well as their ability to integrate both languages into their communication.

b. Intersentential Code Switching

Each sentence in intersentential switching is often a complete unit in one language or the other. This means that a sentence in one language is followed by a sentence in another language, allowing for clear boundaries between the languages used.

"Jadi kayak ada beberapa momen-momen itu sih yang kayak keren aja gitu, dan diluar karir juga sebagai *experience personal*, itu keren banget sih *perform Coachella* gitu kan. Jadi dari dulu aku pengen kayak oke kalau suatu hari aku perform di Coachella itu adalah salah satu momen yang bikin aku ingetin aku kalo udah happy di tempatku, di karirku, dihidupku gitu" (Datum 82)

The utterance above is classified as intersentential switching because the switching is shown in the next of the sentence. Each sentence is typically a unit in one language or the other. Therefore, it can be concluded that this utterance is involve in type of intersentential switching.

c. Tag Switching

This type of language switch is only in the form of interjection, tag, or sentence filler in another language that functions as an ethnic identity marker. In this case, tag switching occurs when NIKI or Rich Brian inserts a short expression (tag) at the beginning or the end of their utterances.

"Dr even have music career jadi ya! I feel really blessed" (Datum 48)

The utterance above is classified as tag switching because the switching shows the use of tag at the end of word. The form of marked by the phrase "jadi ya!". The tag word "*ya*" shows at the end of the sentence. In a sentence that is primarily in English, this quick turn to Indonesian qualifies as tag switching, displaying the speaker's multilingualism and possibly accentuating a certain idea or feeling.

Reasons of Code Mixing and Switching

1. Talking Particular Topic

"We said we would drink tea and eat *pisang goreng*" (Datum 1)

The reason for talking about a particular topic is because the word "pisang goreng" is culturally more familiar in Indonesian. The utterance is also well related to the interlocutor and easy to understand.

2. Being Emphatic About Something

In this type, NIKI mixes her utterance using her native language, she used it because she wants to be emphatic about something. She either intentionally or unintentionally, will switch from her second language to her first language.

"Aku ngerasa gitu tapi in my opinion, semua orang prosesnya beda-beda. Jadi there is no point in saying "oh, this age umur 28 aku udah harus married. Aku udah harus ini aku udah harus gitu. Just live your life you know. Yang penting happy aja deh" (Datum 62)

The reason for the being emphatic is because NIKI emphasized that there is no age standard for everything, so just live your life well and be happy.

3. Interjection

Interjections are spontaneous and emotional responses, and people may employ words or phrases from another language to communicate a specific emotion or reaction more genuinely. When an individual believes that an interjection in another language better reflects the intensity or nuance of their emotional response in a specific environment, this type of code-mixing occurs.

4. Repetition Used for Clarification

This type of reason is done to clarify her language to the listener. Repetition is often used to point a specific point, to correct a potential misunderstanding, or to provide extra context. It can be used to ensure that the intended message is understood, especially when discussing certain topics.

"Perjuangan lo ngga sia-sia, perjuangan nyokap lo ngga sia-sia, bokap lo ngga sia-sia. Uhm and keep dreaming big you know. Don't let anyone tell you no" (Datum 58)

The reason is repetition used for clarification. NIKI repeats to point specific context.

5. Intention of Clarifying the Speech Content for Interlocutor

When speakers switch languages to make their message more understandable to their discussion partner, it shows a desire for effective communication. This may occur when the speaker believes that particular concepts or details may be stated or understood more clearly or precisely in a different language. In essence, the code-switching behaviour is motivated by the desire to improve mutual understanding.

"iya, it's a date" (Datum 2)

The reason of code mixing in this utterance is the intention of clarifying the speech content for the interlocutor. The reason for the intention of clarifying the speech content for interlocutor is because NIKI knew that the interlocutor understood what she was trying to convey. The utterance is also well related to the interlocutor and easy to understand. This utterance is categorized as an intrasentential code mixing. The reason for this code mixing can be attributed to expression for emphasis or clarity. The speaker switches from Indonesia ("iya") to English ("it's a date") to emphasize and clearly convey the meaning. English may offer a more direct and emphatic way to express the idea of confirming a date. Therefore, the reason is intention for clarifying the speech.

6. Expressing Group Identity

Using a certain language to align with a specific social or cultural group, express unity, conform to group standards, and facilitate communication inside the group is what code-switching is all about. It's a means for people to express their identification with a specific community or identity.

"Thank you for having me *mba* Najwa. It's always an honor" (Datum 7)

The factor of code mixing in this utterance is expressing group identity. The reason for this code mixing is likely politeness and respect. She addresses the interlocuter in a more respectful or familiar manner, using "mba" as an honorific term. Some words or phrases may carry cultural or contextual weight that is better expressed in a particular language.

Based on the discussion, it can be concluded that, intention of clarifying the speech content for interlocutor is the highest type of reason found. It is reached 66 frequencies. Therefore, the intention to clarifying the speech for interlocutor reason is the most common type of reason found.

CONCLUSION

The researcher analyzed and found 107 data containing mix and code switching spoken by Rich Brian and NIKI in one of Najwa Shihab's YouTube Video. The researcher also analyzed the reason why there was code-mixing and code-switching. The researcher used Hoffmann's theory to answer all the questions. First, the researcher found that form of intrasentential code switching types appeared the most which is 46 (42.9%). Then it is followed by intrasentential code mixing 34 (31.7%), intersentential switching 22 (20.1%), interlexical mixing 4 (3.7%), and the lowest frequency is 1 (0.9%) is Tag switching. Secondly, in analyzing the reasons for code mixing and code switching in Rich Brian and NIKI's utterances in Najwa Shihab's YouTube video, the researcher found that there were only six reasons practiced by Rich Brian and NIKI. Those are talking about particular topic, being emphatic about something or to express solidarity, interjection, repetition used for clarification, intention of clarifying the speech for interlocutor, and expressing group

identity. The highest frequency of reason is intention of clarifying the speech for interlocutor with 66 data (61.6%). The second category is talking about particular topic which is 29 (27.1%) data. The third category is expressing group identity which has 4 data (3.7%). The fourth category is interjection and repetition used for clarification with 3 data (2.8%). Meanwhile, the lowest frequency is being emphatic with 2 data (1.8%).

It means the most frequent code mixing and code switching spoken in the YouTube video of Mata Najwa Apa Adanya Rich Brian and NIKI mostly used intrasentential mixing and switching. They did that by incorporating clause, word and phrase. Rich Brian and NIKI alternate or combine parts from Indonesia within a single sentence or speech. That's why this is referred to intrasentential mixing and switching. They employ words, phrases, or grammatical structures from Indonesian language in the course of a discourse. The findings demonstrate that Rich Brian and NIKI purposefully mix and switch their language to make sure that the message is as clear as possible to the interlocutor. By switching to a language or dialect that the interlocutor is more familiar with, they reduce the risk of miscommunication or misunderstandings. Since Rich Brian and NIKI are diasporas, language barriers might be a significant challenge. That's why code switching and mixing can break down these barriers, creating a more inclusive environment where their interlocutor can participate in the conversation. It is also demonstrating an inclusive and respectful approach for interlocutor. In summary, the intention behind clarifying speech for an interlocutor through code switching and mixing is driven by the speaker's desire to facilitate a clear and productive exchange of information. Therefore, this type of reason is the most commonly found.

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