

## The Analysis Of Code Mixing In Maudy Ayunda’s Vlog “Stress Management”

Nita Dianah<sup>1\*</sup>, Hanif Nurcholish. A<sup>2</sup>, Susilawati<sup>3</sup>

English Education Department, Teacher Training and Education, Universitas Muhammadiyah Cirebon<sup>1,2,3</sup>

nitadianah13@gmail.com<sup>1</sup>, hanifadiantika@umc.ac.id<sup>2</sup>, s\_asmoro@umc.ac.id<sup>3</sup>

\*Corresponding Author

### Abstrak

Nowadays, many people use code-mixing in their daily lives. Therefore, content creators use it as a tool to introduce culture and provide information to audiences who may not be familiar with the language. This research decided to find the types of code-mixing in Maudy Ayunda's "Stress Management" vlog. The method used to conduct this research is descriptive qualitative method. The subject of this research is Maudy Ayunda's utterances. This research used spoken discourse to collect the data. For collecting the data the spoken utterances in Maudy Ayunda "Stress Management" vlog were watched, read and listened. In collecting the data of code mixing was found that Hybrid Insertion is inserting foreign language elements in the mother tongue. Hybrid Insertion is found 7 times, while Word Insertion is 6 times, Phrase Insertion 2 times, Repetition Insertion 5 times, Indiom Insertion 0 times and Clause Insertion 1 time. It is concluded that Maudy most often uses Hybrid Insertion rather than other types.

**Keywords:** Code; Code Mixing; Types of Code Mixing; Vlog

### Abstract

Saat ini, banyak orang menggunakan campur kode dalam kehidupan sehari-hari. Oleh karena itu, para pembuat konten menggunakannya sebagai alat untuk memperkenalkan budaya dan memberikan informasi kepada audiens yang mungkin tidak terbiasa dengan bahasa tersebut. Penelitian ini memutuskan untuk menemukan jenis-jenis campur kode dalam vlog "Manajemen Stres" milik Maudy Ayunda. Metode yang digunakan untuk melakukan penelitian ini adalah metode kualitatif deskriptif. Subjek penelitian ini adalah tuturan Maudy Ayunda. Penelitian ini menggunakan wacana lisan untuk mengumpulkan data. Untuk mengumpulkan data, ujaran-ujaran yang diucapkan dalam vlog "Manajemen Stres" Maudy Ayunda yaitu ditonton, dibaca, dan didengarkan. Dalam pengumpulan data campur kode ditemukan Hybrid Insertion yaitu penyisipan unsur bahasa asing dalam bahasa ibu. Hybrid Insertion ditemukan sebanyak 7 kali, sedangkan Word Insertion sebanyak 6 kali, Phrase Insertion sebanyak 2 kali, Repetition Insertion sebanyak 5 kali, Indiom Insertion sebanyak 0 kali dan Clause Insertion sebanyak 1 kali. Dapat disimpulkan bahwa Maudy lebih sering menggunakan Hybrid Insertion daripada jenis lainnya.

**Kata kunci:** Kode; Campur Kode; Jenis-jenis Campur Kode; Vlog

Received: 12 September 2024

Accepted: 24 February 2025

Published: 26 February 2025

## INTRODUCTION

Language is a tool of communication that provides an important part in the development of communication, as stated by Hutajulu & Herman (2019:29), language includes sounds, gestures, and signs have meaning that could be accepted to communicate information. However not everyone communicates the same language as well as speaks the same dialect. Because language is an aspect of communication between humans, it concludes that humans and language cannot be completely separated (Silaban & Marpaung, 2020).

There are several languages spoken right through the world, such as English, German, Mandarin, Japanese, and Korean. Although it is used for communication between linguistically different countries, English is a universal language. English is the language that most individuals utilize to communicate in modern times. As stated by Silalahi et al., (2022), English is the universal language. On the other hand, in certain other countries, English is regarded as a foreign language, such as Indonesia. English has an important part in processes of communication and might accelerate a country's development in science and technology (Silaban & Marpaung, 2020).

Sociolinguistics examines the relationship between language and society is connected. As stated by Wardhaugh (2006, p. 13), sociolinguistics studies how the goal of the relationship between language and society is to improve our comprehension of language structure and communication; the corresponding goal of language sociology is to determine how language study may contribute to a deeper understanding of social structure. The study of the relationship between language and society is known as sociolinguistics. It discusses, analyzes, and focusses on how to use languages. People understand that they cannot communicate with one another without language. Language can serve as a bridge for connecting people who come from various cultural and regional background. Sociolinguistics will assist us communicate using offer language, various types of language, or a suitable language style for a particular individual. The field of sociolinguistics studies a multitude of phenomena. One of them is bilingualism (Safitri & Harida, 2017).

"Code" in sociolinguistics is just another word for "language" or "linguistic variety." When two or more languages or codes are combined in any way, it's referred to as code mixing or code switching. As stated by Wardhaugh (2006, p. 1), code is when two or more individuals communicate Person can provide the system, they use a code to communicate with one another. A person's chosen dialect or language, regardless of the situation, serves as a code, a means of communication between two or more persons (Wardhaugh, 2006, p. 101). Code is a language that can take on different forms, including words, phrases, and sentences. The codes are employed to show how language changes depending on the situation. Everybody often choose a different code for a given circumstance. Linguistic diversity or change is a normal result of languages interacting with one another, since they have a substantial impact on each other. A defining characteristic Code mixing (CM), which arise from linguistic encounters, are characteristics of a multilingual culture (Handayani, 2020).

Thus, the phenomenon caused by verbal communication is the mixing of codes (Bayot, 2023). Code mixing implies that the speaker is either incompetent or acting indiscriminately while mixing various codes (Wardhaugh, 2010, p. 101). Abdul Piro (2019) conducted a distinctive investigation of code-switching in religious discourse in Indonesia and found that language users have a variety of motivations for doing so. i. The main ones are: i) Participants; ii) Situation and related factors; iii) Message substance; and iv) Language attitude. It is important to note that the kind and extent of code mixing relies on user attitudes about a language. This also impacts how the audience will perceive and understand a speech. The study goes on to say that the way society views code mixing also plays a significant role. In other words, users will likely utilize a language less frequently if code mixing is seen negatively by society. and the opposite is also true (Bayot, 2023).

Code-mixing can also occur when someone thinks about terms from culture or religion that aren't present in their first language, or when they mimic someone in a second language during a process known as role-playing. Some natural Arabic speakers, for instance, utilize terminology from the English language in Western society that they would not use in Arabic, such as "slow dance," "baby shower," and "kitchen tea." They said that part of the speech is the process of combining words from two or more languages (Tarihoran et al., 2022). Mixing codes can be done

for a variety of purposes, such as emphasizing a point, bridging gaps, communicating effectively, validating social status, and explaining concepts (Mabule, 2015).

As stated by Wardhaugh (2015, p. 96), there are typically no hard and clear rules about which language to speak in multilingual environments. Every time when someone wishes to communicate, they must select a code. They may even choose to switch or mix codes throughout occasionally extremely short speech. As a result, the speaker has the option of selecting brief utterances to blend languages. Combining a phrase or term that combines two different languages is called "code mixing." The phenomenon known as "code mixing" doesn't only happen when people write or speak in formal contexts, but also when they engage with one another in everyday situations, such as when they watch or read a movie, novel, magazine, radio, news, or social media. Code mixing occurs using social networking platforms like Twitter, Facebook, and Instagram (Safitri & Harida, 2017).

Video blog posts are called vlogs. Making a video of oneself or an occasion, posting it online, and including it in a blog post is how vlog entries are made. Vlogs were referred to as podcasts early on in the history of blogging, which covered audio-visual blog entries. These days, each has developed an own moniker. The vlogosphere is a highly participatory platform. Unlike traditional media, like television or for-profit websites, vlogs are typically not made with the intention of making money. Therefore, vloggers have the liberty to create content on whatever subject they choose, regardless of how contentious it may be. As stated by Sari (2018), vlogging provides regular people with a platform and an opportunity to express their opinions. According to Gao et al., (2010), vlogging is the practice of users recording videos or oneself to impart information on a specific topic, which is then posted to a website that hosts videos, such as YouTube or Instagram. Globally, vlogging is currently becoming more and more popular (Wulandari, 2019).

Humans frequently experience the phenomenon of code-mixing, those of individuals in the setting of students, so people often have conversations using code mixing. Considering that people are in Indonesia, where English is not the native dialect, then as educators in teaching English at school code-mixing is used by teachers so that the material to be delivered can be understood by students. Given that many people often uses code mixing as it happens around us, this research tries to fill the gap by analysing code mixing in Maudy Ayunda's vlog entitled "Stress Management". In the video, Maudy speaks two languages, Indonesian and English, sharing tips on how to manage stress within. Therefore, this research tries to focus on utilizing code-mixing in Maudy Ayunda's Stress Management vlog.

## **METHODS**

This research used a descriptive qualitative design in qualitative research. as stated by Purba and Herman (2020), the data are described using a qualitative method. A feature of the qualitative approach is that it considers the process we must manage in light of the environment in which the study will be conducted. Then, the research design is consistent with that statement. Finding out which kind of code mixing are employed in maudy ayunda's video, however, was the primary goal of this research. This research uses a qualitative methodology. Based on the design of this research, then to collect data this research can be done anywhere. The object of this research is code-mixing from Maudy Ayunda's vlog and the subject of this research is Maudy Ayunda's utterances.

In order to determine the types of code mixing used in the vlog, data were gathered by looking at sentences that are made more complex by the utterance. Data for the researcher was found in the description text. The utterances utilized in the Maudy Ayunda "Stress Management" vlog provided the data for this study. The data was gathered is classified into group based on the types of code mixing. The data collected was classified based on the various types of code mixing

employed in the "Stress Management" vlog by Maudy Ayunda. In order to examine the many types and contributing elements of each code mixing incident, data were collected from the various code mixing techniques used in the Maudy Ayunda "Stress Management" vlog.

In order to categorize and record the different sorts of code mixing, the researcher gathered data through observation and coded the code mixing. The spoken words in Maudy Ayunda's vlog "Stress Management" were read, listen to, and watched in order to gather data. Codes from Maudy Ayunda's vlog used to select code mixing between Indonesian and English. Based on the categorization, the data were written down and categorized into several parts.

## FINDINGS AND DISCUSSION

Suwito suggests that code mixing is divided into six kinds based on them structure. There are word insertion, phrase insertion, baster insertion, repetition insertion, idiom / expression insertion and clause insertion (Guarango, 2022).

### Word Insertion

Word Insertion of code mixing happens when people insert a word element of whether local dialect or foreign language in his or her utterance.

### Phrase Insertion

Phrase Insertion of code mixing happens when people insert a phrase of a foreign language into his or her utterance.

### Hybrid Insertion

Hybrid Insertion of code mixing occurs when people insert the element of language from two different language elements.

### Repetition Insertion

Repetition Insertion of code mixing takes place when people insert another language in a repetition form into his or her utterance.

### Idiom Insertion

Idiom is a phrase or sentence whose meaning is not clear from the meaning of its individual words and which must be learnt as a whole unit (Homby). Idiom Insertion of code mixing happens when people insert his or her native language in an idiom form of another language.

### Clause Insertion

Clause Insertion of code mixing occurs when people insert a clause of a foreign language element in his or her native language. A clause consists at least of subject and verb.

## Findings

**Table 1. The Coding of Code Mixing**

No	Form of Code Switching	Coding
1	Insertion of Word	C1
2	Insertion of Phrase	C2
3	Insertion of hybrid	C3
4	Insertion of word Reduplication	C4
5	Insertion of Idiom	C5
6	Insertion of Clause	C6

### Word Insertion

The first type of code mixing is word insertion. This type of code-mixing occurs by inserting foreign language word elements in utterances. For example:

**Table 2. Word Insertion**

No	Utterances	Time	Code
1	<i>Nah <b>for me</b> kode-kodenya adalah satu kalau aku di luar atau habis <b>meeting</b> atau apa kok aku kayaknya <b>mentally tired</b> waktu pulang kayak enggak terlalu bisa beraktivitas enggak punya energi untuk olahraga atau masak atau maksudnya melakukan hal-hal yang biasanya membuat aku <b>happy</b> gitu.</i>	2.19	C1
2	<i><b>Oke</b> masih ada dua poin lagi yang aku pengen bahas ternyata aku agak-agak <b>distracted</b> nih sama bikin matcha oh <b>no, oke wait</b></i>	5.06	C1
3	<i><b>Oke</b> kita harus mencari lokasi beginilah ya per-content-nan soalnya aku tuh bener-bener kalau <b>shooting Maudy's thought</b> emang biasanya sendirian banget <b>guys</b>.</i>	5.37	C1

The words in bold are word insertions that occurred in Maudy Ayunda's utterances in the vlog "Stress Management."

### Phrase Insertion

The second type of code mixing is phrase insertion. This type of code-mixing occurs by insertion of foreign language phrases in utterances. For example:

**Table 3. Phrase Insertion**

No	Utterances	Time	Code
1	<i>Hari ini aku mau ngebahas sesuatu yang aku juga <b>personally</b> merasa relevan banget buat aku <b>and its stress management</b>.</i>	0.06	C2
2	<i>Karena <b>to be honest</b> beberapa bulan terakhir ini lagi moment moment <b>high stress</b> buat aku dari sisi pekerjaan sebenarnya.</i>	0.18	C2
3	<i><b>Alright, while we wait</b>, aku mungkin pengen ngebahas si <b>stress management</b> itu tadi.</i>	1.46	C2

The words in bold are phrase insertions that occurred in Maudy Ayunda's utterances in the vlog "Stress Management."

### Hybrid Insertion

The third type of code mixing is hybrid insertion. This type of code-mixing occurs by insert foreign language elements in utterances. For example:

**Table 4. Hybrid Insertion**

No	Utterances	Time	Code
1	<i><b>And project-nya</b> nih bisa dibilang apa ya <b>high-stakes</b>.</i>	0.37	C3
2	<i><b>Oke bentar</b> kita harus cari <b>ingredients-nya</b> dulu.</i>	0.56	C3
3	<i><b>Oke pertama-tama</b> aku panasin dulu <b>oat milk-nya</b>.</i>	1.17	C3

## Repetition Insertion

The fourth type of code mixing is repetition insertion. This type of code-mixing occurs by repetition of foreign language in utterances. For example:

**Table 5. Repetition Insertion**

No	Utterances	Time	Code
1	<i>Karena to be honest beberapa bulan terakhir ini lagi <b>moment moment</b> high stress buat aku dari sisi pekerjaan sebenarnya.</i>	0.18	C4
2	<i>Sebenarnya aku juga bakalan <b>play play ear</b> karena aku ga jago-jago amat.</i>	1.09	C4
3	<i>Oke aku barusan ambil air panasnya terus di <b>mix mix mix mix</b>.</i>	4.34	C4

The words in bold are repetition insertions that occurred in Maudy Ayunda's utterances in the vlog "Stress Management."

## Idiom Insertion

The fifth type of code mixing is idiom insertion. This type of code-mixing occurs by incorporating other language idioms into base language idioms in utterances. The data show that no findings of idiom insertion Maudy Ayunda on YouTube channel.

## Clause Insertion

The sixth type of code mixing is idiom insertion. This type of code-mixing occurs by insertion of foreign language clauses into the mother tongue in utterances. For example:

**Table 6. Clause Insertion**

No	Utterances	Time	Code
1	<i>Nah setelahnya kita udah punya sinyal itu biasanya kalau aku udah ngerasa kayak udah mulai stress atau down, <b>I seek out activities of flow.</b></i>	6.35	C6

The words in bold are clause insertions that occurred in Maudy Ayunda's utterances in the vlog "Stress Management."

## Discussion

Sociolinguistics examines the relationship between language and society is connected. As stated by Wardhaugh (2006, p.13), sociolinguistics studies how the goal of the relationship between language and society is to improve our comprehension of language structure and communication; the corresponding goal of language sociology is to determine how language study may contribute to a deeper understanding of social structure. Therefore, a person's amount of competence in a second language relies on whether or not they use it. His ability in the other language influenced him somewhat when he spoke. Their ability to speak multiple languages fluently influences how prepared they are to use them. As defined by Zenab (2016), using two languages is a behavior known as bilingualism, namely bilingual or more alternately.

"Code" in sociolinguistics is just another word for "language" or "linguistic variety." When two or more languages or codes are combined in any way, it's referred to as code mixing or code switching. As stated by Wardhaugh, (2006, p. 1) code is when two or more individuals communicate Person can provide the system they use a code to communicate with one another. A person's chosen

dialect or language, regardless of the situation, serves as a code, a means of communication between two or more persons Wardhaugh (2006, p.101).

Thus, the phenomenon caused by verbal communication is the mixing of codes (Bayot, 2023). Code mixing implies that the speaker is either incompetent or acting indiscriminately while mixing various codes (Wardhaugh, 2010). The study goes on to say that the way society views code mixing also plays a significant role. In other words, users will likely utilize a language less frequently if code mixing is seen negatively by society. and the opposite is also true (Bayot, 2023). Mixing codes can be done for a variety of purposes, such as emphasizing a point, bridging gaps, communicating effectively, validating social status, and explaining concepts (Mabule, 2015).

## CONCLUSION AND SUGGESTION

It can be concluded that there are three types of code mixing in Maudy Ayunda's vlog namely, Word insertion, Phrase Insertion, Hybrid Insertion, Repetition Insertion and Clause Insertion. Maudy Ayunda often uses code mixing. From her utterances, Maudy may use language codes to emphasize her words. Code can be defined as a common communication system used in any case. It is concluded that Maudy most often uses Hybrid Insertion code-mixing. It appears as a fleeting translation or is only adopted by bilinguals with a high level of fluency. For further researcher, especially those who have the same problem and are interested in conducting research, it is suggested that this research can be used as a reference. Hopefully there will be further research on how to perfect this technique.

## REFERENCES

- Abdul Pirol, M. (2019). *The Asian EFL Journal October 2018*. 25(5.1).
- Bayot, F. R. (2023). *The Extent of Information Technology (IT) Use in a in Multilingual Zamboanga City Grade School*. April, 0–95.
- Fuller, R. W. and J. M. (2015). *An Introduction to Sociolinguistics Blackwell Textbooks in Linguistics* (Seventh Ed). John Wiley & Sons.
- Gao, W., Tian, Y., Huang, T., & Yang, Q. (2010). Vlogging: A survey of videoblogging technology on the web. *ACM Computing Surveys*, 42(4). <https://doi.org/10.1145/1749603.1749606>
- Guarango, P. M. (2022). *AN ANALYZING THE USE OF CODE MIXING AND CODE SWITCHING ON INSTAGRAM BY STUDENTS OF ENGLISH PROGRAM AT IAIN PAREPARE* (Issue 8.5.2017).
- Handayani, F. (2020). *AN ANALYSIS OF CODE MIXING USED BY BEAUTY VLOGGERS ON VIDEO YOUTUBE CHANNEL* (Vol. 1, Issue 1).
- Hutajulu, F. S. L., & Herman, H. (2019). Analysis of Illocutionary Act in the Movie “You Are My Home” English Subtitle. *JEES: Journal of English Educational Study*, 2(1), 29–36. <https://doi.org/10.31932/jees.v2i1.371>
- Mabule, D. R. (2015). What is this? Is It Code Switching, Code Mixing or Language Alternating? *Journal of Educational and Social Research*, 5(1), 339–350. <https://doi.org/10.5901/jesr.2015.v5n1p339>
- Purba, R., & Herman. (2020). Multimodal Analysis on Ertiga Car Advertisement. *Wiralodra English Journal*, 4(1), 21–32. <https://doi.org/10.31943/wej.v4i1.77>
- Safitri, L., & Harida, E. (2017). The Analysis of Code Mixing on Students' Facebook: A Study on Facebook Status and Comments of The Sixth Semester Students Tbi Iain Padangsidempuan. *English Language Teaching and Research*, 1(1), 164–175.
- Sari, P. (2018). Using Vlog in the Youtube Channel as a Means To Improve Students' Motivation And Confidence to Speak English in Intermediate 1 Level of LB-LIA Jambi. *International*

- Journal of Language Teaching and Education*, 1(1), 38–44.  
<https://doi.org/10.22437/ijolte.v1i1.4596>
- Silaban, S., & Marpaung, T. I. (2020). An Analysis of Code-Mixing and Code-Switching Used by Indonesia Lawyers Club on TV One. *Journal of English Teaching as a Foreign Language*, 6(3), 1–17.
- Silalahi, D. E., Herman, H., Sihombing, P. S. R., Damanik, A. S., & Purba, L. (2022). An Analysis of Students' Achievement in Reading Comprehension through Higher Order Thinking Skills (HOTS). *AL-ISHLAH: Jurnal Pendidikan*, 14(2), 1853–1868.  
<https://doi.org/10.35445/alishlah.v14i2.1249>
- Tarihoran, N., Fachriyah, E., Tressyalina, & Sumirat, I. R. (2022). The Impact of Social Media on the Use of Code Mixing by Generation Z. *International Journal of Interactive Mobile Technologies*, 16(7), 54–69. <https://doi.org/10.3991/ijim.v16i07.27659>
- Wardhaugh, R. (2006). An Introduction to Sociolinguistics, Sixth Edition. In *An Introduction to Sociolinguistics, Sixth Edition*. <https://doi.org/10.4324/9780367821852>
- Wardhaugh, R. (2010). An Introduction to Sociolinguistics (review). In *Language* (Sixth Edit). <https://doi.org/10.1353/lan.2003.0268>
- Wulandari, M. (2019). Improving Efl Learners Speaking Proficiency Through Instagram Vlog. *LLT Journal: A Journal on Language and Language Teaching*, 22(1), 111–125.  
<https://doi.org/10.24071/llt.v22i1.1796>
- Zenab, A. S. (2016). Kedwibahasaan Anak Sekolah Dasar dan Implikasinya terhadap Pembelajaran Bahasa Indonesia di Kelas IV. *Nuances of Indonesian Language*, 2(1), 1–10.  
<https://doi.org/10.51817/nila.v5i1.747>