Code Mixing by Grandis Tenar in Her Speech

Ni Nyoman Ayu Ulandari[1*], Made Detriasmita Saientisna[2], I Made Rajeg[3]
[1,2,3] Udayana University, Indonesia

Address: Jl. Pulau Nias No.13, Dauh Puri Klod, Kec. Denpasar Tim., Kota Denpasar
Author correspondence: ulanayu12@gmail.com

Abstract. This article aimed to investigate the types of code mixing in digital communication by applying Hoffmann's theory on code mixing. The data sources of this article were three videos: "First Day of University," "Traveling Alone to Singapore," and "19th Birthday GLOW UP" on the Grandtastic YouTube channel. The data were derived from Grandis Tenar's speech, which consist of code mixing. The data were collected through observation and documentation methods, utilizing note-taking techniques. A qualitative method was employed to analyze the collected data. The results demonstrate that Grandis Tenar often mixing languages, especially within sentences, indicating a natural and fluent use of the two languages. This pattern reflects not only her bilingual competence, but also a tendency to mix codes in her daily communication.

Keywords: Code Mixing, Grandis Tenar, Sociolinguistics, YouTube

1. INTRODUCTION

Globalization and technological advancements have had a significant impact on the multilingual society, particularly in digital communication. Social media serves as a space for people from different language backgrounds to engage with individuals around the world in more open and creative ways. This society leads people to speak and learn various languages. These days, it is common to find people switching between languages based on the context. This practice is examined in sociolinguistics, which, as Holmes (2001) emphasizes that sociolinguistics is the study of the interaction between language and society. Furthermore, bilingual people tend to choose a language based on the context and often mix or switch between languages when they lack the appropriate words in one language, as stated by Grosjean (2010).

Along with that, the mastery of mulitiple languages by an individual will lead to the phenomenon of code switching and code mixing. Code mixing, as defined by Bhatia and Ritchie (2006), is the insertion of elements from two or more languages within a single sentence or discourse. Holmes (2013) points out that social factors, including participant, setting, topic, and function influence language choices. Nowadays, code mixing is commonly found in informal conversations on social media platforms like YouTube, Instagram, and Twitter. These platforms have made global interaction easier, which encourages the blending of languages. One example is the mixing of Indonesian and English among Indonesian users. This phenomenon shows the transformation of communication due to global influence and the rise of online platforms.

YouTube has become a significant place for multilingual communication, where content creators often do code mixing to connect with a global audience. The Grandtastic YouTube channel, created by Grandis Tenar, is a good example to learn from when it comes to code mixing. Grandis usually mixes Indonesian and English in her videos. It demonstrates her bilingual skill and awareness of viewer's diverse linguistic backgrounds. Her channel has gained over 272K subscribers and more than 51 million views by 2024. The channel includes content about school vlogs, daily routines, and other topic, reflecting real-life language use and providing a glimpse of how bilinguals alternate between languages spontaneously. Using Hoffmann's (1991) theory on code mixing, this article focuses on identifying the types of code mixing in Grandis Tenar's speech.

There are some previous studies that related to this article. The first study that was reviewed was written by Cesillya (2023), which analyzed code mixing in Nessie Judge's YouTube channel using Hofmann's (1991) theory. The findings showed that intra-sentential code mixing was the most common type and talking about a particular topic was the most common reason. The second study was analyzed a podcast featuring Deddy Corbuzier and Nadin Amiza by Angelica (2023). Her study applied both Muysken's (2001) and Hoffmann's (1991) theories. Each type, with five instances, was found in the analysis, and the speakers frequently blended Indonesian and English to convey a particular topic. Additionally, Meigasuri and Soethama (2020) investigated Indonesian-English code mixing in the novel Touché, using Muysken's (2001) theory on types of code mixing and Bhatia and Ritchie's (2004) theory on the factors. The results showed that insertion was the most common type, and written media involved diverse code mixing patterns arising from social roles, situational contexts, and other factors.

This article focuses on how Grandis Tenar uses code mixing to connect with her audience on Grandtastic YouTube channel. It aimed to identify the types of code mixing she employed. By exploring this field, the study aimed to offer an understanding about how code mixing is used in the digital media.

2. THEORY

Code mixing is the combination of elements from different languages within a single sentence or conversation rather than alternating between languages within sentences. Wardhaugh (2006) states that code mixing occurs when speakers combine words or phrases from different languages in one utterance, frequently in the communication of daily bilinguals. He added that code mixing is a form of code switching that happens within a sentence,

indicating fluency in both languages as opposed to confusion or carelessness. Code switching refers to changes in language that occur between phrases or sentences, as emphasized by McLaughlin (in Hoffmann, 1991), while code mixing occurs within sentences and usually involves single lexical elements. Using Hoffmann's framework, this article investigated the type of code mixing. Based on Hoffmann's (1991) theory, code mixing is divided into three types: intra-sentential, intra-lexical, and involving a change of pronunciation.

Intra-sentential Code Mixing

This type of code mixing occurs when a speaker blends two or more languages into a sentence or phrase. Words, phrases, and clauses from different languages can be included. Intrasentential code mixing requires strong bilingual proficiency because the speaker must simultaneously handle the grammar rules of both languages. The sentence below showed intra-sentential code mixing by combining English and Spanish elements within a single sentence. The mixing occurs at the phrase level, demonstrating the speaker's proficiency in blending both languages smoothly.

Example:

"And all of a sudden, I started acting real **curiosa** (strange), you know" (Hoffmann, 1991, p. 104)

Intra-lexical Code Mixing

The combination of elements from two or more languages within a single word is classified as intra-lexical code mixing. It often involves mixing roots, stems, prefixes, or suffixes from different languages, resulting in hybrid words that do not fully belong to either language. The sentence below reveals the blending of Arabic and English elements, as evident in the word ***be*-live**, which merges the English term live with an Arabic morpheme. It represents the lexical item that has been morphologically modified to Arabic patterns.

Example:

"Huwa ***be*-live** fii ilghaabi" (He lives in the jungle) (Hoffmann, 1991, p. 105)

Involving a Change of Pronunciation

This type of code mixing takes place when a word or phrase from one language is spoken using the phonological rules of another language. It can involve minor adjustments in accent, stress, or pronunciation of certain sounds. This type of blending often reflects an attempt to adapt the speaker's dominant language or foreign language to their primary language system. The example below showed a vowel change from [a] to the schwa [ə], in the consonants, from initial unaspirated to aspirated [p'] and from non-velarized to velarized [ɫ] to follow a more English pattern. Christina shifts her pronunciation of **Pascual**

from a Spanish form to an English form to make the name easier to understand and familiar to her English-speaking friend.

Example:

Christina: "This is Pascual" [paskwál].
Friend: "What's his name?" (i.e. she didn't catch it)
Christina: "Pascual!" [pəskwæl]
Friends: "Oh…" (Hoffmann, 1991, p. 112)

3. RESEARCH METHOD

The data sources of this article were three videos on the Grandtastic YouTube channel, entitled "First Day of University," "Traveling Alone to Singapore," and "19th Birthday GLOW UP." The data were derived from Grandis Tenar's speech that contained instances of code mixing. Through observation and documentation methods combined with note-taking techniques, the data were collected. The process included steps such as observation, transcription, and note-taking. The data were analyzed with a qualitative method. Utterances containing code mixing were identified, classified, and interpreted according to Hoffmann's theory on code mixing. The results were presented informally using Sudaryanto's (1993) approach. The analysis is explained descriptively; Indonesian vocabulary is italicized, and English vocabulary is highlighted in bold.

4. FINDINGS AND DISCUSSIONS

The research results and discussion were presented in this section. It provides an in-depth analysis of the types of code mixing used by Grandis Tenar. Based on Hoffmann's (1991) theory of code mixing, the types were analyzed. The results showed that Grandis Tenar used all the types of code mixing in her three videos. An in-depth discussion is presented below.

Intra-sentential Code Mixing

Data [4-1] (3:58 – 4:01)

"Aku baru inget aku belum bikin **breakfast**, aku mau rebus dua telur." (First Day of University on Grandtastic YouTube channel)

The utterance in data [4-1] is categorized as intra-sentential code mixing by combining Indonesian and English elements within a single sentence. In the sentence, the speaker inserts the English word **breakfast** into a complete Indonesian sentence. This kind of insertion takes place at the word level, where an English word is put into the Indonesian grammatical structure without modifying the sentence's overall form. In the sentence, the word **breakfast** means *sarapan* in Indonesian. It is a compound word formed from **break** and **fast.** The verb **break** means to stop, and the noun **fast** refers to not eating for a period

of time. So, **breakfast** means breaking the fast after sleeping, which is why it refers to the meal that ends the overnight fast or the first meal of the day. The use of this word demonstrates the effect of bilingualism, where speakers prefer the English term because it feels more natural, engaging, or casual than the Indonesian equivalent.

Data [4-2] (16:45 – 16:56)

"**Guys**, kita udah masuk hotel tapi nyelusup aja Cheryl kan, ternyata dia harus kayak **check-in** juga **register** pake **passport**. Maaf ya, tadi kamar kita langsung ditelfon weh." (Traveling Alone to Singapore on Grandtastic YouTube channel)

Due to the presence of many English words placed inside Indonesian sentences, the utterance in data [4-2] exemplifies intra-sentential code mixing. The word **guys** is inserted at the word level at the beginning. In order to establish a relaxed and welcoming atmosphere, this colloquial word is often employed by young people. The speaker also inserts **register** and **passport**, all of which fall under word-level code mixing. Additionally, **check-in** is categorized at the word level. It is a compound word formed by combining two words, check and in, to create a single lexical item with a specific meaning. These English terms are commonly used in contexts like hotels and travel, where they are often preferred over their Indonesian equivalents. This utterance is a clear example of intra-sentential code mixing that enhances the speaker's narrative tone and communicative intent.

Intra-lexical Code Mixing

Data [4-3] (3:49 – 3:52)

"Jadi, sebelum **treatment** selalu foto buat nanti lihat **before after-nya**." (19th Birthday GLOW UP on Grandtastic YouTube channel)
There are two types of code mixing identified in the data [4-3]: intra-sentential and intra-lexical code mixing. The insertion of the English word **treatment** is categorized as intra-sentential code mixing. However, the mixed elements before **after-*nya*** is categorized as intra-lexical code mixing and serve as the main focus of this analysis. This construction demonstrates intra-lexical code mixing through the combination of the English phrase before after and the Indonesian suffix **-*nya***. This blending results in a hybrid form that does not conform to the grammatical norms of either language, but it remains easily understandable within the conversational setting. In this context, the phrase refers to a set of photos taken before and after a treatment, which is a common practice in beauty or skincare routines. The usage reflects how bilingual speakers often adapt foreign terms to fit local language patterns for ease of communication and relatability.

Data [4-4] (6:07 – 6:14)

"**OK guys**, **I'm gonna take a picture with my new hair** mumpung habis **di-styling**, bagus. **So, we're gonna take a picture**. **Matching** ama celananya karena udah aku **pair**."

The verb ***di*-styling** in data [4-4] demonstrates intra-lexical code mixing, as it merges elements from both English and Indonesian within a single phrase. The mixed expression ***di*-styling** serves as the main focus of this analysis. The combination of the passive prefix ***di*-** with the English word styling gives rise to cross-linguistic morpheme mixing, resulting in a new form that does not adhere to the standard grammatical rules of Indonesian. However, the form **di-styling** can still be understood and functions as a passive predicate in the sentence, that is *ditata,* in daily bilingual practice.

Involving a Change of Pronunciation

Data [4-5] (4:16 – 4:20)

"Dan yang terakhir aku **Meso Lipo** buat tangan. Ini supaya menghilangkan lemak di tangan aja sih." (19th Birthday GLOW UP on Grandtastic YouTube channel)

The English phrase in data [4-5] is categorized as involving a change of pronunciation. Although the utterance is primarily in Indonesian, the speaker inserts the English-derived term **Meso Lipo** and pronounces it using Indonesian phonology. In Indonesian, **Meso Lipo** would be pronounced approximately as [ˈme.so ˈli.po], where each vowel is pronounced as a pure, short sound, such as [e] like the "e" in "bed" and [o] like the "o" in "go", with clear syllable boundaries. This contrasts with the English pronunciation [ˈmeɪ.soʊ ˈlaɪ.poʊ], which contains diphthongs [eɪ] as in "may", [oʊ] (as in "go", and [aɪ] as in "lie", involving gliding vowel sounds. Since the speaker adapts the pronunciation to Indonesian phonological rules rather than maintaining the original English sounds, this constitutes code mixing involving a change of pronunciation. The use of **Meso Lipo** within an Indonesian sentence reflects intra-sentential mixing, where foreign lexical items are incorporated and phonologically adapted to fit the speaker's base language, showcasing bilingual language use and natural language integration.

5. CONCLUSION

In conclusion, three types of code mixing were found. Intra-sentential code mixing appeared in 70 instances, intra-lexical code mixing appeared in 14 instances, and involving a change of pronunciation appeared just only once. The researcher offers a number of suggestions supported by the study's results. The results indicate that Grandis Tenar's speech reflects a varied use of code mixing, with a clear preference for mixing within sentence

structures. This suggests a high level of bilingual competence and habitual code mixing behavior in her communication style. Future researchers are encouraged to explore different research problems, such as comparing language strategies used by speakers when speaking alone versus in interaction with others. It is also recommended to apply a variety of theoretical frameworks to allow a more comprehensive and in-depth analysis rather than relying on a single approach.

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