AN ANALYSIS OF CODE-MIXING AND CODE-SWITCHING USED BY INDONESIAN PUBLIC FIGURES: A COMPARATIVE STUDY

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Abstract
This research focuses on Maudy Ayunda and Tasya Kamila utterances. This research aims to analyze types of code-mixing, code-switching and factors influencing the use of code-mixing and code-switching used by Indonesian public figures. The researchers employed used descriptive qualitative method to obatin data. Hoffman's theory which distingushes types of code-mixing and code-switching into several types is used to examine the data. After analazting the videos form Maudy Ayunda and Tasya Kamila, the most common types of code-mixing used by Maudy Ayunda and Tasya Kamila is intra-sentential mixing word category. Meanwhile, code-switching in Maudy Ayunda's utterances, inter-sentential switching become the common type that is used by Maudy Ayunda. Slightly different from Maudy Ayunda, in Tasya Kamila's utterances, tag switching is the dominant types in using code-switching. The most influential factors in using code-mixing and code-switching in Maudy Ayunda and Tasya Kamila is talking about particular topic.

Key words: Code-mixing, Code-switching,

A. INTRODUCTION

Living in the era of globalization, where people are interconnected both within their own country and across different nations, Indonesians have come to realize that English, being an international language, must be learned to communicate with people from outside Indonesia. Consequently, many Indonesians frequently mix their language with English. Therefore, based on this fact, it is undeniable that Indonesians are bilingual and multilingual.

Bilingualism is phenomenon that referred when individuals possess the ability to use more than one code or language, (Wardaugh, 2006). Meanwhile, when individuals are able to use more than two languages is referred to multilingualism. There are many Indonesian public figures who are known for

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their ability to master more than one language apart from Indonesian. For instance, Maudy Ayunda and Tasya Kamila.

Maudy Ayunda and Tasya Kamila are public figures who are known for various achievements, one of which is their success in completing their education at some of the world's top universities. Maudy Ayunda successfully completed her studies at Oxford University, while Tasya Kamila studied at Harvard University. One intriguing aspect about these two public figures is their language style, often involving the mixing and switching of Indonesian and English languages. This is known as code-mixing and code-switching.

According to Wardhaugh (1998), code-mixing occurs when individuals incorporate both languages together to the extent that they switch from one language to another within a single utterance. This implies that code-mixing only modify certain elements in their speech while maintaining the same topic. Based on Hoffman theory, code-mixing divided into intra-sentential mixing, intra-lexical mixing, and involving a change of pronunciation. Slightly different from code-mixing, according to Wardaugh (1998), code-switching is a conversational strategy employed to establish, cross, or disrupt group boundaries. Accoring to Hoffman (1991), code-switching have different types, which are intra-sentential switching, inter-sentential switching, and tag switching.

The use of code-mixing and code-switching is based on or influenced by several factors, which lead people to often engage in code-mixing and code-switching while communicating with their interlocutors. According to Hoffman (1991), there are several motivating factors behind why people use code-switching and code-mixing when speaking, they are, talking about particular topic, quoting somebody else, being emphatic about something, interjection, repetition used for clarification, intention of clarifying the speech content for interlocutor.

Moreover, the study about code-mixing and code-switching has been conducted by several researchers such as Arifin and Husin (2022) with the title Code-Mixing and Code-Switching of English and Bahasa Malaysia in Content Based Classroom: Frequency and Attitude. This research aimed to analyze the frequency the used of code-mixing and code-switching and tha student'. Next, the research conducted by Febiyaska (2019) entitled Indonesian-English Code-Switching in *Gogirl!* Magazine: Types and Feature. This research aimed to identify and analyze the types of code-switching and the features of the code-switching than found in *Gogirl!* Magazine.

Previous research on code-mixing and code-switching has been extensive, but there is a gap in the literature when it comes to comparing multiple objects specifically related to Indonesian public figures who are bilingual. This research aims to fill that gap by examining and comparing the code-mixing and code-switching patterns of Indonesian public figures who are fluent in multiple languages. By focusing on this specific context, the study aims to provide valuable insights into the language use of bilingual public figures in Indonesia, shedding light on their language preferences, patterns of code-mixing and code-switching, and the sociolinguistic factors that influence their language choices, where the research data will be taken from several different videos on YouTube.

The researcher chose Maudy Ayunda and Tasya Kamila as the subjects of this research because they are Indonesian public figures who are bilingual and frequently engage in language mixing and switching in their daily conversations..

B. RESEARCH METHOD

The purpose of this research is addressed through the use of qualitative research methodology, specifically employing a descriptive research method for analysis. Qualitative research was chosen because it enables a deeper exploration and understanding of code-mixing and code-switching as language phenomenon. This aligns with Hancock et al. (2009), who emphasize that qualitative research focuses on evolving and understanding social phenomena.

The choice of using a descriptive method was based on the researcher's intention to classify, tabulate, describe, and analyze the data. Glass and Hopkins (1984) define descriptive research as the collection of data that described a particular issue, followed by organizing, categorizing, illustrating, and explaining the collected data.

The data used in this research were a YouTube videos from the Maudy Ayunda's channel entitled "*Heartless Series: Saying No and Setting Boundaris",* *"Thoughts on Adulting",*and "*Maudy Ayunda Pernah Malas Ga Sih?".* Then videos from Tasya Kamila's on her youtube channel videos entitled *"Cara Ikut Forum Internasional-Tasya's Journal #9", "Tasya's Journal #3: Curhat Dari New York", and "Tempat Tinggal Tasya di New York-Tasya's Jornal #4".* The data was taken from the utterances contained in Maudy Ayunda's utterances in her videos and Tasya's Kamila utterances in her videos

C. RESULT AND DISCUSSION
1. Research Finding

a. Comparison Between Maudy Ayunda and Tasya Kamila in Using Types of Code-mixing

Types of code-mixing	Maudy Ayunda		Tasya Kamila	
	F	%	F	%
Intra-sentential mixing				
Word	33	44,60%	28	60,88%
Phrase	21	28,37%	15	32,60%
Clause	20	27,03%	3	6,52%
Inter-lexical mixing				
Suffix	3	50%	5	83,33%
Prefix	3	50%	1	16,67%
Involving a change of pronunciation	0		0	

From the table above, the types of code-mixing found in the utterances of Maudy Ayunda and Tasya Kamila in their videos can be seen. For intra-sentential mixing, 62,27% for category words and 37,73% for category phrases, Maudy Ayunda's utterances were found. Meanwhile, in the intra-lexical mixing, it was found 50% for suffixes and 50% for prefixes. Meanwhile, data was not found in Maudy Ayunda's speech for types involving a change of pronunciation.

Meanwhile, for the utterances of Tasya Kamila, the type of inter-sentential mixing in the word category was found to be 65.12%, and for the phrase category, it was found to be 34.88%. Intra-lexical types category suffix was found in as many as 83,33% and prefixes 16,67%. However, based on the table above, the most frequently used category for both Maudy Ayunda and Tasya Kamila is intra-sentential mixing in the word category.

1) Intra-sentential mixing

Intra sentential mixing is a type of code-mixing that occurs when language A and language B are combined, where the mixing can take the form of words, phrases and clauses.

a) Word

Datum MA. 1

"Jadi tahun 2022 itu benar-benar tahun **adulting** *buat aku, walaupun orang-orang menganggap adulting itu sekitar umur 21-an"*

The datum above is represented as intra-sentential mixing word category, where Maudy Ayunda mixes her speech with one word in English, namely "adulting".

b) Phrase

Datum MA. 31

"Dimana kita merasa bahwa kita itu **on track** ya*"*

The datum above is categorized as phrase because in this utterance Maudy Ayunda mixed her utterance with several words in English, namely "on track".

c) Clause

Datum MA. 26

"terus, yang kedua, aku juga menikah *and that's obviously a new journey for me"*

Maudy Ayunda's uuterance above is categorized as an intra-sentential mixing clause category. It can be seen from Maudy Ayunda's speech, that she mixed up one clause in English in her speech, the word "and", in her utterances indicating that the word fragment is an independent clause.

2) **Intra-lexical mixing**

This type occurs when the speakers attach the word with their spokenlanguage, it can be attached as suffix and prefix.

a) Suffix
   Datum TK. 36
   "sekarang aku mau tunjukkan *kitchen-nya"*

   In Tasya Kamila's utterance above, it can be seen that Tasya Kamila used the Indonesian affix after the English word, after the word kitchen, Tasya Kamila uses the affix *-nya* at the end of the word. It can be concluded that this utterance is also included in the intra-lexical mixing suffix category.

b) Prefix
   Datum TK. 41
   "Jadi, kadang-kadang *toiletnya* suka ga *di-flush"*

   The utterance above is categorized as an intra-lexical prefix category because before the word "flush" Tasya Kamila uses the Indonesian affix "di" before the word.

3) **Involving a change in pronunciation**

In this type, none of Maudy Ayunda and Tasya Kamila using this type in their utterances. It happened because both of them ar fluent in English. So, they were never use Indonesian pronunciation while speaking English.

Based on the findings and data analysis, there is one difference between Maudy Ayunda and Tasya Kamila in using intra-lexical mixing categories, specifically suffixes and prefixes. According to the findings table, Tasya Kamila uses the suffix "*-nya*" more frequently to indicate possession of something. This is because, in her videos, Tasya Kamila often explains items or facilities that she owns or that others own in her school environment. Therefore, Tasya Kamila often uses the suffix "*-nya*" to convey ownership, and this happens spontaneously, marked by the absence of pauses between the English

b. **Comparison Between Maudy Ayunda and Tasya Kamila in Using Types of Code-switching**

Types of code-switching	Maudy Ayunda		Tasya Kamila	
	F	%	F	%
Intra-sentential switching	3	18,75%	0	0
Inter-sentential switching	8	50%	3	37,5%
Tag switching	5	31,25%	5	62,5%

Based on the above table, it can be concluded that in Maudy Ayunda's speech, intra-sentential switching is found to be 48%, inter-sentential switching is 32%, and tag switching is 20%. Meanwhile, in Tasya Kamila's speech, intra-sentential switching was not found. However, inter-sentential switching was found to be 37.5%,and tag switching was found to be 62.5%.

1) Intra-sentential switching

An utterance can be included as this type when the utterance started by one languange and ended by another language and it can occurs in sentence or clause. The following are the representative datum to show intra-sentential switching in Maudy Ayunda utterances.

Datum MA. 51

"We need to forget about these timelines kayak *"umur segini harus udah nikah", "umur segini harus udah punya anak""*

In the utterance above, it can be seen that at the beginning of the sentence, Maudy Ayunda started her speech in English and then finished the sentence in Indonesian. This is categorized as intra-sentential switching because there is a very clear language transition carried out by Maudy Ayunda, starting with English and ending with Indonesian.

2) Inter-sentential switching

An utterance can be categeorized as inter-sentential switching if an utterance switches language at sentence boundaries separated by periods. So the first sentence uses language A, then the second sentence after the point uses language B. The following is data that shows the inter-sentential switching found in the utterances of Maudy Ayunda and Tasya Kamila.

Datum MA. 1

"*Hi friends, welcome to second Heartless Series.* Yang dikedua ini mau ngomongin lagu kedua yang sudah keluar di EP aku, yaitu "Not for Us""

In Maudy Ayunda's utterance above, it can be seen that in the first sentence Maudy Ayunda completely uses English to greet her audience. Then in the second sentence, Maudy Ayunda uses Indonesian to explain what she wants to discuss in the video. So because there are two sentences separated by a period that use different languages, the utterance is categorized as inter-sentential switching.

3) Tag switching

An utterance can be categorized as tag switching if the utterance contains an extra expression such as exclamation, interjection, fillers, idioms, or cultural words.

Datum TK. 3

"Ada 17 tujuan pembangunan berkelanjutan yang bisa kalian *search*, bisa kalian cari sendiri untuk menambah wawasan *Ok*?"

This utterance from Tasya Kamila above is included in the tag switching category because there is an interjection "ok" in her speech to express agreement or understanding from the audience.

Based on the findings and some examples of data analysis above, there are several differences between Maudy Ayunda and Tasya Kamila in using code-switching types. According to the data, Maudy Ayunda more frequently employs intra-sentential switching. This occurs because Maudy Ayunda likes to change her language style from Indonesian to English in a structured manner and within the clauses. This makes Maudy Ayunda's speech sound more varied. In contrast, intra-sentential switching is not found in Tasya Kamila's speech, which utilizes code-switching. Tasya Kamila tends to use the code-switching type called tag switching more frequently. This is because, in her videos, Tasya Kamila often expresses surprise and happiness or uses fillers in her speech. Therefore, Tasya Kamila more often uses tag switching than other types.

c. Comparison Between Maudy Ayunda and Tasya Kamila in Factors influencing the use of code-mixing and code switching

Factors infuence the use of code-mixing and code-switching	Maudy Ayunda		Tasya Kamila	
	F	%	F	%
Talking about particular topic	65	74,70%	38	64,40%
Being emphatic about something	4	4,60%	2	3,40%
Quoting somebody else	5	5,75%	0	0
Interjection	2	2,30%	8	13,55%
Repetition used for clarification	6	6,90%	4	6,77%
Intention of clarifying the speech content for interlocutor	5	5,75%	7	11,88%
Express group identity	0	0	0	0

From the table above, it can be seen the factors that influence the use of code-mixing and code-switching in the utterances of Maudy Ayunda and Tasya Kamila in their videos. Out of the seven factors, in the speeches of Tasya Kamila, which indicate the use of code-switching and code-mixing, only five factors influencing the use of these language phenomena were identified. The factors "quoting somebody else" and "express group identity" were not found in her utterances. On the other hand, in Maudy Ayunda's utterances , all factors except "express group identity" were found to influence the use of code-mixing and code-switching.

1) Talking about particular topic

   an utterance can be said to be influenced by the factor talking about a particular topic if the utterance shows the comfort of the speaker in using certain language in conveying it. The following are examples of utterances that are influenced by the talking about particular topic factor found in the utterances of Maudy Ayunda and Tasya Kamila.

Datum MA. 14

"Kayak aku tuh orangnya *Introvert* gitu."

   In Maudy Ayunda's utterance above, Maudy Ayunda mixes her language with the English term "introvert" to explain her personality type which tends to be reluctant to invite other people. The word "introvert" is more comfortable to use in English because this term is already common among people to describe personalities who tend to be quiet and shy.

2) Being emphatic about something
   An utterance can be said to be influenced by the factor of being empathetic about something if the utterance depicts a strong feeling in conveying the utterance.
   Datum TK. 51

   "Apartemen aku sekarang jaraknya Cuma satu blok dari sekolah. Bahkan aku bise ngeliat gedung sekolah aku, *so happy*!"

   Tasya Kamila's utterance is influenced by the factor of being empathetic about something because in this utterance Tasya Kamila describes her happy feelings using English, "so happy". The use of the word "so happy" describes a strong emotion in Tasya Kamila's speech in showing her happy feelings.

3) Quoting somebody else

   An utterance can be said to be influenced by someone else's quoting factor if the utterance contains quotations of sentences or words from other people. The following are utterances that are influenced by being empathetic about something in Maudy Ayunda's utterances.

Datum MA. 51

"We need to forget about these timelines kayak *"umur segini harus udah nikah", "umur segini harus udah punya anak"*"

 In Maudy Ayunda's utterance above, it can be concluded that the language transition in this utterance is influenced by the quoting factor

of someone else. In this statement, it can be seen that Maudy Ayunda is repeating what people said about a woman's timeline.

4) Interjection
An utterance can be said to be influenced by the interjection factor if the utterance contains words that show feelings of surprise or intense feelings to get the attention of the other person. The following are the utterances of Maudy Ayunda and Tasya Kamila which are influenced by the interjection factor.

Datum MA. 34

"Itu yang aku sadarin banget waktu lulus S1 atau S2, kayak *"Oh my God"*, tiba-tiba aku harus banget buat keputusan-keputusan sendiri"

Maudy Ayunda's utterace above is said to be influenced by the interjection factor because in this speech Maudy Ayunda uses fillers or expressions that show feelings of surprise about something.

5) Repetition used for clarification

An utterance can be said to be influenced by the repetition factor used for clarification if the utterance contains repeating words, phrases, or concepts for emphasis, clarity, or to ensure that the listener has understood the intended meaning. The following are utterances from Maudy Ayunda and Tasya Kamila which are influenced by the repetition factor used for clarification.

Datum MA. 2

""Not for Us" itu lagu yang aku tulis 5 tahun yang lalu, *5 years ago*."

Maudy Ayunda's utterance above is said to be influenced by repetition used for clarification because there are repetitions of words that have the same meaning, namely "..5 tahun lalu, *5 years ago*". In this statement, Maudy Ayunda repeats her words using English to emphasize how long it took her to write the song.

6) Intention of clarifying the speech conten for interlocutor
An utterance can be said to be influenced by this factor if in the utterance the speaker restates a message in a single language to ensure fluidity of speech or enhance the clarity of ideas. The following are the utterances of Maudy Ayunda and Tasya Kamila which are influenced by the intention of clarifying the speech content for the interlocutor.
Datum MA. 35

"Jadinya aku merasa kehilangan juga. I felt lost because I didn't know what to hold on to."

In Maudy Ayunda's utterance above, there is a transition to English with the first sentence using Indonesian and the next sentence using English. In this statement, Maudy Ayunda did not explain why she felt lost in the first sentence, then in the next sentence she restated her message and conveyed the reasons why she felt lost. In this utterance, it can be seen that Maudy Ayunda wanted to clarify her statement using English.

The findings table shows that a common factor influencing the use of code-mixingand code-switching in the speeches of Maudy Ayunda and Tasya Kamila is the "Talking About Particular Topic" factor. it occurs because Maudy Ayunda and Tasya Kamila find it easier to convey certain words in English than in Indonesian. The words used by Maudy and Tasya are commonly used in English, making it easier for listeners and viewers to understand the topics they are discussing.

Furthermore, another similarity that can be observed is that neither Maudy Ayunda nor Tasya Kamila is influenced by the factor "Express of Group Identity." it is because both of them present topics that are intended for a general audience and are not related to any specific identity or culture. Therefore, Maudy and Tasya do not use cultural words or expressions that refer to a particular culture or identity in their speeches.

However, there is also a difference in the factors influencing these codes. In Maudy Ayunda's speech, the "Quoting Somebody Else" factor is 5.75%. It indicates that in Maudy Ayunda's speech, she also includes or quotes other people's words. In contrast, Tasya Kamila does not include quotations or other people's words in her speech. Therefore, it can be concluded that the use of code-mixing and code- switching in Maudy Ayunda's speech is not influenced by the "Express of Group Identity" factor. On the other hand, Tasya Kamila's speech is not influenced by the "Quoting Somebody Else" and "Express of Group Identity" factors.

2. Discussion

Types of code switching and code mixing can be detected in the YouTube videos of Maudy Ayunda and videos of Tasya Kamila by using the theory of types of code switching and code-mixing by Hoffman (1991) and factors influence the use of code-mixing and code-switching by Hoffman (1991).

The results of this study are in alignment with the findings of earlier research. First the result that show intra-sentential mixing was the most type of code-mixing that used by Maudy Ayunda and Tasya Kamila, research conducted by Auliabella (2022) which aims to advance the understanding about the types of code-mixing by analyzing a beauty vlogger in Youtube, Molita Lin. This study found that intra-sentential mixing became the most type of code-mixing that was found in One of Molita Lin's YouTube Video as Beauty Vlogger. Furthermore, the research that conducted by Astri and Fian (2020) entitled The

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Sociolinguistics Study on The Used of Code-Mixing in Gita Savitri's Youtube Channel Video. This study aimed to analyze and describe the types of code-mixing that used by Gita Savitri and applying content analysis.

For the types of code-switching, this study showed in Maudy Ayunda utterances, inter-sentential switching became the most type that found in her utterances. This result is in line with Fadhilah & Parmawati (2020) entitled An Anlysis of Code-Switching and Factors Motivation in Nessie Judge Vlog. This study also found inter-sentential switching was the most code-switching type that was found in Nessie Judge YouTube video. Next, the research by Maheswara (2022) entitled Analysis of Code-Switching and Code-Mixing Exist in Rintik Sedu Youtube Channel's Video. The research found inter-sentential switching became the most type of code-switching that used in Rintik Sedu Channel's Video.

For the factors influencing the use of code-mixing and code-switching, the result shows talking about particular topic became the most factor that influencing the use of code-mixing and code-switching. This result is in line with Diah et al. (2021) entitled that found factors talking about particular topics became the most factors that mostly influenced the use of code-mixing and code-switching in utterances of public figures's vlogs in YouTube channels.

D. CONCLUSION AND SUGGESTIONS

This research was conducted to find out the different types of code-mixing and code-switching that were used by Maudy Ayunda and Tasya Kamila utterances. In term of code-mixing, in Maudy Ayunda utterances were found that intra-sentential mixing category words became the dominates types of code-mixing that Maudy Ayunda used. Similar to Tasya Kamila, intra-sentential mixing became the most type that was found in her videos. In term of intra-lexical mixing, in Maudy Ayunda utterances suffix and prefix categories have the same amount. Slightly different from Tasya Kamila utterances, intra-lexical suffixes are more common than prefixes.

Meanwhile, regarding the differences in the use of code-switching between Maudy Ayunda and Tasya Kamila, in Maudy Ayunda's utterances all three types of code-switching are found in her utterances, where inter-sentential switching is the type that Maudy Ayunda uses most often in her utterances. Meanwhile, Tasya Kamila does not find intra-sentential switching in her utterances, so there are only two types of code-switching that can be found in Tasya Kamila's utterances, namely inter-sentential switching and tag switching. Where tag switching is the type of code-switching most often used by Tasya Kamila.

Finally, the difference in factors that influence the use of code-mixing and code-switching in Maudy Ayunda's and Tasya Kamila's utterances is that in Maudy Ayunda's utterances there is only one factor that is not found in her utterances, namely express group identity. Where the factor that most

influences the use of code-mixing and code-switching is talking about a particular topic, followed by the intention of clarifying the speech content for the interlocutor. The factor that least frequently influences code-mixing and code-switching in Maudy Ayunda's utterances is interjection.

Then, in Tasya Kamila's utterances, the factor of talking about a particular topic is also the factor that most influences code-mixing and code-switching in her utterances. However, slightly different from Maudy Ayunda, in Tasya Kamila's utterances the factors quoting somebody else and express group identity are not found in her utterances. Then the rare factors that found in her utterance is being emphatic about something.

The researcher suggests to future researchers that the next researchers can analyze or conduct a corpus analysis by applying corpus analysis methods to examine patterns of code-mixing or code- switching on a large scale in online text data. In addition, future researchers can explore how technology and social media influence code-mixing and code-switching in online communication. In the era of globalization, where social interactions occur unlimitedly, engaging in cross- country communication on social media is highly possible. Thus, it is certain that this phenomenon influences language styles and understanding for those using social media.

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