

REALISATION OF LANGUAGE VARIATION THROUGH CODE MIXING IN SATU PERSEN-INDONESIAN LIFE SCHOOL ON YOUTUBE.COM

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Abstract : *The study is aimed to describe the types and the functions of code mixing in Satu Persen-Indonesian Life School Youtube channel. Thelander's theory used to describe the types of code mixing and Marasigan's theory used to analyze the functions of code mixing. There are two data sources in the research; the first data are three videos from Satu Persen on Youtube as primary data and a video script for each video as secondary data. The study used the descriptive qualitative method. The data were collected by watching, downloading, transcribing, identifying, coding, and classifying the data. The data analysis was done by presenting, describing, interpreting and concluding the data. The finding shows that there are fifteen data about code mixing in Satu Persen's videos. It reveals that there are six types of code-mixing found in the videos namely word insertion, phrase insertion, hybrid insertion, repetition insertion, idiom insertion and clause insertion. Meanwhile, the functions of code mixing used are to quote somebody else, interjection, addressee specification, repetition, message qualification, personalization and objectification and facility expression.*

Keyword: *Code Switching, Youtube, Video*

INTRODUCTION

Language is an effective tool that is used by humans to communicate with each other. The importance of language cannot be separated from humans because language makes it easier for them to interact with one another (Usman et al., 2020). Nowadays, the function of language develops as a means of human thinking in studying various sciences and technologies (Richards, 2015). The improvement of technology and information in this era has a great impact on the communication

process (Alhadlaq, 2016). It indicated that the use of social media or the internet as part of technology has become a prominent means of communication.

One of the language phenomena that often occurs in the community is bilingualism. This language phenomenon has a relationship between language and humans, who use language itself to communicate. Bilingualism can be interpreted as a variation in processing the language. It's variation shows how the communication of individuals differs in employing cognitive and linguistic skills (Fricke et al., 2020). Chaer & Agustina (2004) stated that bilingualism is concerned with the use of two languages or two language codes. Similarly, Nababan (1993) argue that people who can use two languages are called bilinguals. So, bilingualism refers to the utilisation of two languages by either speakers of a particular language or a language group. In essence, bilingualism involves the practice of using multiple languages, which can be observed both in individuals and communities. The central aspect of bilingualism is the state or condition of the speaker or language community.

The phenomenon of bilingualism certainly cannot be avoided compared to other language phenomena. This phenomenon of language is still related to bilingualism, namely the phenomenon of code switching and code mixing that exists in a society that is bilingual. The condition of a society that can use two or more languages provides an opportunity for code switching and code mixing in the use of language. Code switching occurs when a person replaces a language with another language that they are good at, while code mixing occurs when a person mixes a language with words, phrases, or clauses in other languages. According to Adipratama (2014), code-switching involves using multiple languages or styles of language interchangeably. This occurs when someone who is bilingual transitions between two languages, shifting from one language to another. On the other hand, Nababan (1993) explained that code mixing is the mixing of two codes or languages, generally without changing the topic. Code mixing is often intertwined in one sentence, with one part spoken in one language and the other part in another language.

Code mixing commonly happens when a person incorporates elements of one language into another language that they are using (Waris, 2012). This tendency is often associated with the speaker's social background, education level, and religious preferences (Doko et al., 2021). Typically, code mixing is more noticeable in casual or informal situations. Nevertheless, it may also occur due to limitations in the language being used, where certain expressions have no direct equivalent and the speaker feels compelled to use elements from another language. Kim (2006) says there are several factors that cause people to mix their languages, such as the ability to master two or more languages to create understanding between speakers and listeners, a bilingual or multilingual community, situations, a lack of vocabulary in a language, and prestige.

Code mixing usually appears in many ways, such as in social media where Instagram, Facebook, Twitter, and Youtube are included. This phenomenon might happen because of bilingualism. People tend to use many languages at the same time, which shows language variety. Generally, in Indonesia, code mixing is used as a prestige. CNN Indonesia news quoted that "Indonesians are accustomed to hierarchical social structures. So, there is a certain social status for someone who will

get respect. English is considered to represent that symbol: high education, wealth, and honour.” As a language style, code mixing also appears in one of the Indonesian Youtube channels, *Satu Persen-Indonesian Life School*. *Satu Persen* is an educational channel that teaches critical knowledge and skills in daily life that have not been taught in schools or in the worldwide community. In the beginning, *Satu Persen* is a YouTube channel created by Ifandi Khainur Rahim that discusses many things such as mental health, education, philosophy, self-development, social relations, productivity, and career. This channel has been actively uploading videos since the end of 2018. In 2019, together with three other *Satu Persen* founders, *Satu Persen* was created as a start-up.

The content creators of *Satu Persen* come from Indonesia, especially Jakarta, and always use more than one language to be more ethical, charismatic, and prestige. The habit of mixing one language with another has also become a language style that is used in presenting topics on the *Satu Persen* Youtube channel. Even though this channel is an educational channel that handles many problems, *Satu Persen* presents the topics in a casual, interesting, and entertaining way. So in presenting the contents, *Satu Persen* often mixes the language used with another language, both at the word and phrase level. The characteristic of code mixing used in this channel is that it is used more in certain contexts, such as discussing a particular theory when solving a problem in life. However, the use of many code mixing codes in their videos sometimes brings questions to the viewers about what *Satu Persen* means in each speech or what the function of code mixing is used by *Satu Persen* in presenting their videos. Therefore, in this study, the authors examine the use of code mixing by using Thelander’s theory to analyse the types of code mixing and Marasigan’s theory to reveal the function of code mixing on the *Satu Persen-Indonesian Life School* Youtube channel.

Thelander in Suwito (1983) explains that there are six types of code mixing.

1. Word Insertion.

It is a type of code-mixing where a word from one language is inserted into a sentence or utterance in another language. This differs from phrase insertion in that only a single word is mixed in, rather than a longer phrase or expression. Here's an example: “Aku mau beli *some* buku di *bookstore* dekat rumahku.”

2. Insertion

It is a common phenomenon used in code mixing, where a speaker inserts a phrase or expression from one language into a sentence or conversation that is otherwise in another language. The following sentence is categorised as an example of this type: “Dia selalu suka tolong orang lain, *very helpful*.” (He always likes to help others; he is very helpful.) This sentence mixes English and Indonesian words to emphasise the helpful nature of the person being described.

3. Hybrid Insertion.

It is a combination of two different language elements in a word. Hybrid insertion can accept any elements in the code mixing, whether they are elements of the original language or elements of a foreign language in the sentence or clause.

Example : “Teman saya mampu *ngehack* wifi tetangganya”(My friend is able to hack his neighbor's wifi)

4. Repetition Insertion

It is a type of code-mixing where a word or phrase from one language is repeated in the same sentence in another language. This repetition is usually used for emphasis or to convey a particular meaning.

For example : “Aku mau pergi *shopping-shopping* dulu”

(I want to go shopping-shopping first)

5. Idiom Insertion

In code mixing , it refers to the practice of incorporating idiomatic expressions from one language into another language in a code-mixed sentence. Idioms, on the other hand, are fixed expressions with a figurative meaning that may not be directly related to the literal meaning of the words. Inserting idioms into code mixing can add a unique flavor to the language and make communication more colorful and expressive. For example, in a conversation between English and Indonesian speakers, someone might say, “Jangan mudah menyerah, terus berjuang until the last drop of blood” (Don't give up easily, keep fighting until the last drop of blood). In this example, the idiom “until the last drop of blood” is inserted into a sentence that is otherwise primarily in Indonesian.

6. Clause Insertion

In code mixing refers to the act of inserting a clause from one language into a sentence that is predominantly in another language. This is a common phenomenon among bilingual or multilingual speakers who are comfortable using multiple languages in their daily conversations.

For example: “*Saya perlu pergi ke Bank* to withdraw some cash for my parents and my brother this evening”

(I need to go to the bank to withdraw some cash).

According to Marasigan in Sofiatun (2019), there are seven functions of code mixing.

1. Quotation

It is a function of code-mixing that involves using words, phrases, or sentences from one language within another while maintaining the original form and meaning of the quoted material. For example, in a conversation between two bilinguals who speak both English and Spanish, one person may say, “I can't believe she said that! *'No me gusta'* is not an appropriate response to my question.” In this example, the speaker uses the Spanish phrase “no me gusta” within an English sentence but sets it off with quotation marks to indicate that it is a direct quote.

2. The addressee specification

The function of code mixing refers to the way in which speakers use code mixing to address the specific linguistic needs or preferences of their interlocutors. According to Marasigan (1983) , in this particular function, it recognises not just the participants involved in the conversation but also acknowledges that language behaviours may go beyond personal preference or ability and also relate to the roles individuals play. Furthermore, the address specification is used to effectively deliver the message to the listener, even when it is posted.

3. Repetition

Code-mixing refers to the repetition of a word or phrase in one language within a sentence or phrase that is otherwise in a different language. For example, in a

sentence that combines English and Spanish, a speaker might say, “Yo tengo un problema.

4. Interjections

It is a word or phrase that expresses strong feelings or emotions, such as surprise, excitement, frustration, joy, pain, disgust, etc. In code-mixing, interjections can be used to add emphasis or express emotions in a particular language or variety. For example, in a conversation where both English and Spanish are being used, a speaker might use the English interjection “Wow!” to express surprise, while using the Spanish interjection “¡Ay!” to express pain or frustration.

5. Message Qualification

It is to convey the timing of a concept. This means that when a topic is presented in one language and then further clarified or elaborated on in another language, it qualifies the message and makes it easier to comprehend. Essentially, message qualification serves to provide a clear explanation that is easily understandable.

6. Personalisation and objectivization

Personalisation as subjective arguments from the speaker, and objectivization as objective arguments provided by the speaker about the fact. So, personalisation in code-mixing involves using elements of a language to express a personal opinion. On the other hand, objectivization in code-mixing involves using elements of a language to create objectivity between the speaker and the topic being discussed. This can include borrowing technical or specialised vocabulary from one language to another to convey a sense of expertise or professionalism. For example, a speaker may use a French term in an English conversation to convey a sense of precision or exactness in discussing a technical topic. In both cases, the use of personalisation or objectivization in code-mixing serves a specific communicative function and helps the speaker convey their message more effectively.

7. Facility expression

It refers to the difficulty of selecting appropriate words while speaking or writing, or as an indication that the individual is not fully comfortable with the language or writing style they are employing. When a person has difficulty expressing themselves, they may struggle to find the right words to express their ideas or convey their message clearly. This could result in them hesitating or stumbling over their words, and they may look for other equivalent words in another language to describe what they mean.

RESEARCH METHOD

The current study applies the descriptive qualitative method to examine the types and functions of code mixing in the Satu Persen-Indonesian Life School Youtube channel. Creswell (2014) defines descriptive qualitative research as an approach that seeks to describe a situation, event, or phenomenon in its natural setting. In this study, speakers' utterances, which contain code mixing of English and Bahasa Indonesia, were transcribing and analysing to find out the types and functions of code mixing based on the theory proposed by Thelander (1976) and Marasigan (1983).

RESULTS AND DISCUSSION

Types and Functions of Code Mixing in the *Satu Persen-Indonesian Life School* Youtube Channel

1. Data 1

"Stay tuned, Tonton Sampai Habis. Penting banget buat nonton sampai habis gue nggak bisa tekankan lebih dalam lagi untuk video ini."

Type of code mixing: phrase insertion

Function of code mixing: repetition

In the data above, the phrase "*stay tuned*" is inserted in English within a predominantly Indonesian sentence. This is phrase insertion or code-mixing, where an English phrase is used in an otherwise Indonesian language context. Its inclusion in an Indonesian sentence adds an element of English language influence or style to the overall communication. *Satu Persen* uses "*stay tuned*" instead of "*pantau terus*" because the word "*stay tuned*" is commonly used by radio broadcasters, television presenters, and content creators for YouTube videos. With the word "*stay tuned*," the presenters or content creators hope that the audience will not change their television, radio, or YouTube channels and will continue watching the programmes they are presenting. The function of using "*stay tuned*" as used by *Satu Persen* from the data above is repetition, because after saying "*stay tuned*" *Satu Persen* repeats the message with the phrase "*tonton sampai habis*" which means the same as "*stay tuned*".

2. Data 2

"Ada ketidakpuasan di sana. Ada kehampaan di sana. Kalau bahasa psikologinya subjective well-being lo kurang baik."

Type of code mixing: phrase insertion

Functions of code mixing: facility expression, personalisation, and objectivization

In the data above the code-mixed phrase "*subjective well-being*" is inserted into the sentence by *Satu Persen*, which is borrowed from English while the rest of the sentence remains in Indonesian. In the data above the code-mixed phrase "*subjective well-being*" is inserted into the sentence by *Satu Persen*, which is borrowed from English while the rest of the sentence remains in Indonesian. The context of using the phrase is when *Satu Persen* provides an explanation of the concepts of psychology put forward by experts. *Satu Persen* provides an explanation of the purpose of life based on their psychology knowledge. *Satu Persen* uses "*subjective well-being*" in this sentence to provide a perspective on the psychological terms that are felt by humans. Subjective well-being is a concept in psychology that refers to an individual's self-perceived evaluation of their overall life satisfaction and happiness. It involves the subjective experience of positive emotions, the absence of negative emotions, and a general sense of satisfaction with one's life. This expression does not have a similar phrase meaning in Indonesian so the first function of using code mixing from the data is facility expression. In the data above *Satu Persen* describes the psychological condition felt by *Satu Persen* viewers with the sentence "*Kalau bahasa psikologinya subjective well-being lo kurang baik*". This expression includes a subjective argument according to *Satu Persen* because it gives a personal opinion about a person's psychological condition based on the point of

view of psychological terms. So the data above also has a function as personalization and objectivization.

3. Data 3

*“Seriusan. Lo itu bisa aja jago dimanapun asal usaha, **take your time.**”*

Type of code mixing: idiom insertion

Functions of code mixing: facility expression, personalisation, and objectivization

In the data above, there is an example of code-mixing, specifically the insertion of an idiom. In this data, the sentence appears to be a mixture of Indonesian and English. The idiom used in the sentence is “*take your time*,” which is an English expression commonly used to encourage someone to proceed at their own pace and not rush. It is often used to encourage someone to relax and not feel pressured to rush. The sentence can be understood as follows: “*Seriusan. Lo itu bisa aja jago dimanapun asal usaha, take your time.*” Translated into English, it means: “*Seriously. You can be good anywhere as long as you put in the effort and take your time.*” The use of code-mixing, such as incorporating English idioms into Indonesian sentences, is a phenomenon that occurs in bilingual or multilingual communities and can add colour and nuance to the language used in everyday conversations. The idiom “*take your time*” from the data above has two functions. The first is the facility expression function because *Satu Persen* combines its utterances to facilitate messages that cannot be explained by speakers in one language. The second function is personalisation and objectivization, because this expression is a personal argument from *Satu Persen*, who thinks that we can succeed in anything as long as we put in the effort. With the idiom “*take your time*”, *Satu Persen* suggests that there is no need to hurry and should take as much time as they need to complete a task, make a decision, or accomplish something without feeling stressed or anxious.

4. Data 4

*“Gue jamin. Dan iya ini akan sulit dan mungkin lama, **but hey!** Its possible”*

Type of code mixing: phrase insertion

Function of code mixing: interjection

In the data above, there is a code-mixing phrase inserted by *Satu Persen*. In this data, the code-mixing phrase “*but hey!*” has been inserted into the sentence. “*But hey!*” is an English phrase used to introduce a contrasting or surprising statement. It is commonly used in informal conversations. The insertion of the code-mixing phrase adds a touch of informality and expressiveness to the sentence. The code mixing function used by *Satu Persen* for the data above is an interjection. Interjections are words or phrases used to express strong emotions or sudden reactions. They often convey the speaker's attitude, surprise, excitement, or emphasis. In this data, the interjection “*hey!*” is code-mixed into the sentence. It is a common English interjection used to draw attention, express surprise, or call for a response. By using this interjection, the speaker adds a touch of informality and expressiveness to the statement. Code-mixing, the practice of using multiple languages or linguistic varieties within a single conversation, allows speakers to draw from a broader range of linguistic resources. It adds flavour and cultural nuances to the speech, reflecting the speaker's bilingual or multilingual

background. In this sentence, the code-mixed interjection “*hey!*” stands out from the rest of the sentence as it is in English while the surrounding words are in Indonesian. This mix of languages enhances the speaker's expression and adds an additional layer of communicative impact.

5. Data 5

“*Sampai akhirnya gua ketemu sama bisnis **and fall in love with it**. Sampai akhirnya gue ketemu sangat psikologi dan jatuh cinta sama psikologi.*”

Type of code mixing: phrase insertion

Function of code mixing: interjection

In the data above, code-mixing occurs with the insertion of the phrase “*and fall in love with it*” in English, while the rest of the sentence is in Indonesian. The phrase “*and fall in love with it*” is a code-mixed segment that is inserted into the sentence to express the speaker's emotional attachment or affection towards the concept of “*business*”. This type of code-mixing often happens when speakers borrow specific phrases or expressions from another language to convey certain nuances or ideas that are not readily available in their primary language. In this case, the use of English in the code-mixed phrase may stem from several reasons. It could be due to the influence of English as a global language, the speaker's familiarity with English expressions, or the desire to emphasise or add a particular emotional tone to the sentence. The code mixing function in the data “*and fall in love with it*” above is an interjection. Interjection is a word or phrase that is used to convey emotions, such as surprise, joy, sadness, excitement, or frustration. Interjections are typically used in spoken language and informal writing to add emphasis or express the speaker's attitude or state of mind. The context of using the phrase above is when *Satu Persen* tells about the journey of the *Satu Persen* creator's life in discovering his talent or passion. In the end, *Satu Persen* was very excited to find that their passion was business. The sentence above emphasises the emotion of *Satu Persen's* pleasure in finding his life purpose, which is to do business.

6. Data 6

“*Dan ketika gua baca itu, **it makes a lot of sense, actually.***”

Type of code mixing: clause insertion

Function of code mixing: personalization and objectification

Clause insertion refers to the incorporation of a clause from another language into a sentence predominantly written or spoken in a different language. In the data above, *Satu Persen* mixes the English clause “*it makes a lot of sense actually*” in the sentence instead of “*sangat masuk akal*” untuk lebih menekankan pendapat atau pemahaman tentang konsep motifasi intrinsik dan teori self-determination. The data above is included in personalisation and objectifications because *Satu Persen* gives opinions or feelings about the theories to the listeners or viewers.

7. Data 7

“*Jadi kalau misalnya kalau mau **googling** mungkin dan mau beli itu tiga buku yang gue rekomendasiin banget.*”

Type of code mixing: word insertion

Function of code mixing: facility expression

In the data above, the word "googling" is used by *Satu Persen* as a word insertion in his speech. "Googling" is derived from the English word "Google," which refers to the popular internet search engine. By inserting the term "googling" in the sentence, *Satu Persen* is referring to the act of searching for something on the internet, specifically using the search engine Google. In general, the meaning of Googling is searching for information through Google. The term comes from the combination of the word "Google" and the ending "-ing," which indicates action or activity. In everyday contexts, people use the term "googling" to find information, answers to questions, or certain topics through the Google search engine. This process involves the user entering a keyword or phrase into the Google search box and browsing the results displayed by that search engine. Because it is considered practical and easy to do, googling is one of the most common and popular ways to find and access information in today's digital era. The function of using "googling" in the data above is a facility expression because the word "googling" is a verb term that has just appeared in the millennial era and does not yet have a similar equivalent in the Indonesian vocabulary.

8. Data 8

*"Dia bercerita di buku itu bahwa dari wawancara yang dia lakukan ke ratusan orang paling produktif di seluruh dunia. Dari mulai artis yang paling produktif, ex CEOnya pepsi juga dia wawancara, **chairman-chairman** perusahaan top 40 di dunia, eksekutif negara pokonya banyak banget yang diwawancara."*

Type of code mixing: repetition insertion

Function of code mixing: message qualification

In the data above, *Satu Persen* uses the term "chairman-chairman," which is a code-mixing type of repetition. In the context of this sentence, "chairman-chairman" refers to the many people who serve as leaders of the top 40 companies in the world who were interviewed. Mixing language in the sentence is used to add effect or emphasis to the narrative and can also be a more relaxed or informal use of language. Generally, in English, it is enough to mention more than one object or noun by adding "-s" or "-es" to the end of the word. The sentence conveys that, from the most prolific artist to the former CEO of Pepsi, many of the people interviewed included the heads of the world's top companies as well as various executives from other countries. The use of "chairman-chairman" here is a creative way of referring to these people, with particular emphasis on their position as heads of these companies. The phrase "chairman-chairman" in the data above qualifies the most productive people in the world who are interviewed. The phrase "chairman-chairman" in the data above qualifies the most productive people in the world who are interviewed. The qualifications include the "chairman" of the top 40 companies in the world. So the function of using the code above is message qualification.

9. Data 9

*"Hal-hal yang nggak penting kayak balesin WhatsApp, **non-work-related**, baca-baca email, raphin Google Drive, itu delegasin aja."*

Type of code mixing: phrase insertion

Function of code mixing: message qualification

In the data above, the phrase "non-work-related" is inserted as a code-mixing element. Code-mixing refers to the practice of incorporating words or phrases from different languages or varieties into a conversation or text. In this data, the phrase "non-work-related" is inserted in English in a predominantly Indonesian sentence. It is used to describe activities that are not related to work, which classifies the other tasks mentioned in the sentence. So the code mixing function used by *Satu Persen* above is message qualification because it classifies other activities like replying to WhatsApp, reading emails, and tidying up Google Drive.

10. Data 10

*"Ujung-ujungnya lo kewalahan dan kalau misalnya lo **burn out** kewalahan."*

Type of code mixing: phrase insertion

Function of code mixing: repetition

In the data above, the phrase "*burn out*" is inserted in the sentence, which is an English term used to describe a state of exhaustion or fatigue due to prolonged stress or overwork. The phrase "ujung-ujungnya lo kewalahan dan kalau misalnya lo *burn out* kewalahan" can be translated to English as "In the end, you are overwhelmed, and if you burn out or are overwhelmed,"

In this sentence, the phrase "*burn out*" has the function of repetition. This is because it repeats the meaning of "*kewalahan*" that has been mentioned before and also after. The repetition of the word provides an understanding of the expression mentioned and clarifies the message intended by *Satu Persen* in his speech.

11. Data 11

*"Buat lo yang nonton ini itu apalagi sampai akhir mikir **weh ini time management ternyata huge thin**" banyak orang mikir time-management itu ya udah itu semua **small thing**. Ternyata ini **huge thing** banget gitu."*

Type of code mixing: phrase insertion

Function of code mixing: quotation

In the data above, the phrases "*time management*" and "*huge thing*" are used to describe the importance of time management and the feelings that are big or overwhelming about it. The function of using the mixing code in the sentence is a quotation. A quotation sentence is a sentence that includes a direct quote or excerpt from someone else's spoken or written words. Quotation sentences are often enclosed within quotation marks. *Satu Persen* mentions the thoughts of the audience. *Satu Persen*, after watching the video to the end, gained an understanding that time management is something that has a big influence on life.

12. Data 12

*"Kita **clearin** dulu deh keadaan lo nih gimana sekarang. Jadi gini, kalau lo pernah mau merubah hidup lo abis-abisan bener-bener dari dasar dan banyak banget jadinya yang lo mau ubah sekaligus. Gue cukup yakin lo pasti itu gagal."*

Type of code mixing: hybrid insertion

Function of code mixing: message qualification

The data above appears to be a hybrid insertion of code-mixing, which is the mixing of two or more languages within a sentence or conversation. In this case, the sentence contains a combination of Indonesian and English. "*Clearin*" is a hybrid form of the English verb "*clear*" in its Indonesianized form with the suffix "*-in*". The

code-mixing in this sentence reflects the blending of Indonesian and English words commonly found in informal conversations or casual online communication in Indonesia. The function of using the mixing code in the data above is message validation. The reason for this is that the topic is initially presented in English at the beginning of the sentence and further elaborated in another language.

13. Data 13

*“Kesalahan yang banyak orang lakukan ketika membuat **goal** adalah mereka membuatnya ini terlalu **strict**.”*

Type of code mixing: word insertion

Function of code mixing: address specification

In the data above, “*goal*” and “*strict*” are word insertions of code mixing inserted by *Satu Persen*. In this sentence, the word “*goal*” is borrowed from English and used in a context that is commonly understood by speakers of the Indonesian language. Similarly, the word “*strict*” is also borrowed from English and used to convey a specific meaning in the sentence. The code-mixing function in this data is the address specification. *Satu Persen* wants to give a message to the audience about a common mistake in making a goal that is usually made too strict.

14. Data 14

*“**So what?** Apa yang lo bisa dapet dari itu?”*

Type of code mixing: phrase insertion

Function of code mixing: repetition

Phrase insertion or code mixing refers to the incorporation of words or phrases from different languages or dialects within a single sentence or conversation. In the data above, “*So what? What can you get from that?*”, We can observe phrase insertion or code mixing between English and Indonesian languages. The sentence combines English and Indonesian languages by using the English phrase “*So what?*” followed by an Indonesian question. This data also has the function of repetition, where the intended meaning of the English phrase “*so what?*” is repeated in Indonesian: “*Apa yang lo bisa dapet dari itu?*”

15. Data 15

*“Kalau misalnya lo punya **morning routine** kayak Steve Jobs misalnya lo akan jadi seefektif dan sukses dia. **Surprise!** Enggak! **Surprise** ngga akan.”*

Types of code mixing: phrase insertion and word insertion

Interjection is a function of code mixing.

In the data above, there are instances of both word insertion and phrase insertion, where words or phrases from different languages or varieties are inserted into the overall context. The first utterance of the data is phrase insertion. The phrase “*morning routine*” is used in English within an otherwise Indonesian sentence. By incorporating the English phrase “*morning routine*,” the speaker highlights the idea of following a specific set of actions in the morning, like Steve Jobs did. This code-mixing technique adds emphasis and provides a sense of familiarity by borrowing a well-known term from another language. The next is the use of word insertion: “*surprise!*”. The use of the word “*surprise*” also has a function as an interjection because *Satu Persen* shows a strong expression in its pronunciation even by repeating it twice.

CONCLUSION AND SUGGESTION

There are six types of code-mixing proposed by Thelander in the *Satu Persen* Youtube channel. They are word insertion, phrase insertion, hybrid insertion, repetition insertion, idiom insertion, and clause insertion. Meanwhile, the functions of code mixing in that channel are to quote somebody else, interjection, address specification, repetition, message qualification, personalisation and objectification, and facility expression. Facility expression is the main function of using the mixing code on the *Satu Persen* YouTube channel. Code mixing is also a common practice, especially when people want to express their interests. There is a striking tendency among netizens to mix code for the sole purpose of placing greater emphasis on specific points or ideas. From the perspective of influencing code mixing, people and most content creators mix the code, namely to emphasise a point, attract attention, and show caste identity with a group. The common reason why mixed code is used is to show identity with a group and have a linguistic background in the process of mixing code using dialect.

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