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Behind The Use Of Code Switching And Code Mixing On Maudy Ayunda's Youtube Video Content

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Abstract
Bilingualism is a linguistic phenomenon characterized by the use of two languages in everyday life. In a bilingual context, communication practices often give rise to the phenomena of code switching and code mixing as language strategies. Code switching is understood as the practice of alternating between languages in discourse, while code mixing entails the incorporation of components from different languages into one utterance without an entire switch of language. A descriptive qualitative method was utilized in this study to analyze the observed phenomena. The research data was obtained from a video podcast by Maudy Ayunda and Jovial da Lopez entitled "Dating Tips: *Jangan Dikit-Dikit Putus*". The data collection technique was carried out by watching and transcribing all the utterances in the video, then identifying and grouping the utterances that contained code switching and code mixing. Data analysis emphasized the process of identification, grouping, and interpretation of linguistic data. This study aims to investigating and understand the functions and roles of code switching and code mixing in conveying information, shaping audience perceptions, and representing the speaker's social identity. The results show that code mixing is more dominant than code switching, with alternation being the most common form. These findings indicate that the use of two languages plays a role in clarifying meaning, emphasizing messages, and creating a flexible and natural communication style in casual conversations on digital media.

Keywords- Alternation, Code Mixing, Code Switching, Maudy Ayunda, YouTube.

Introduction

Bilingualism and multilingualism in the modern era of globalization have become common phenomena in society, influencing the way people communicate in their daily lives. This phenomenon not only reflects linguistic ability but also demonstrates the social and cultural strategies used by speakers in their interactions. An important dimension of bilingual discourse involves code switching and code mixing, whereby individuals transition across multiple languages or combine structural and lexical components from different linguistic repertoires in the production of a single communicative act. According to (Wardhaugh, 2006), individuals are generally expected to adopt a specific code when speaking, but they may also alternate between codes or combine them in short stretches of discourse, a phenomenon referred to as code switching.

The phenomenon of code switching and code mixing is becoming increasingly common in everyday communication, especially among younger generations and digital content creators. This research helps reveal the social and cultural functions of language, such as how speakers express their identity, build rapport with their audience, or emphasize certain meanings through the use of mixed language. In other words, this research provides a deeper understanding of linguistic strategies and social interactions in the digital context, serving as a reference for

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sociolinguistic studies and modern communication practices.

A previous study conducted by (Nurhayati, 2021) focused on analyzing the categories and functions of code switching and code mixing. The result showed that the most dominant types were intra-sentential and insertional, with the most frequent purpose being clarification. Results indicated that Cinta Laura, being multilingual, frequently engaged in code switching, particularly moving from Indonesian to English. While these results hold significance, the study was confined to examining the general categories and purposes of code switching and code mixing. The study did not explore in depth the social, situational, and communicative strategies that influence code choice in digital interactions.

Based on the gaps found in previous studies, this study aims to conduct a more comprehensive identification of the types of code switching and code mixing that appear in Maudy Ayunda and Jovial's YouTube videos. In addition to mapping the linguistic forms used, this study also focuses on understanding the function and role of code switching and code mixing in the process of conveying information, shaping audience perceptions, and representing the social identities of the speakers. Through an in-depth analysis of linguistic practices in the context of digital media, this study is expected to contribute to the understanding of the dynamics of language use by public figures and its implications for interaction and meaning construction on the YouTube platform.

Literature Review

1. Code Switching

Code switching is defined as a sociolinguistic process whereby speakers fluent in more than one language switch languages within the same communicative event, whether at the level of a conversation, utterance, or discourse. (Poplack, 1980) defines code switching as "the switching between two languages within a single discourse, sentence or constituent." This definition emphasizes that code switching is not merely a random mixing of languages, but rather a systematic linguistic process that follows certain grammatical rules. In bilingual societies, code switching occurs naturally as a form of adaptation to the context of communication, social relationship between participants, and the purpose of the conversation. (Wardhaugh, 2006) explains that code-switching is a common bilingual communication technique used to adapt to a particular situation, interlocutor, or subject. In certain situations, it can be used as a linguistic tool to show identity, demonstrate commitment, or create social distance. (Holmes, 2013) states that code switching is a meaningful behavior performed consciously to achieve social and pragmatic goals, such as showing familiarity, reducing tension, or marking changes in topic and role in conversation. As a result, code switching demonstrates both the linguistic abilities of speakers and their social awareness of how to adapt language to the situation and communication goals.

2. Code Mixing

According to (Putri et al., 2022), code mixing is when speakers use two or more languages or language varieties in their conversations, such as words, phrases, or clauses that come from other languages. According to (Nababan, 1986), code mixing is when the same spoken or written text changes into another language. According to (Kridalaksana, 2008), code mixing is the use of one language to another to expand the style or variety of language. According to several experts, it can be concluded that code mixing is the use of words that change into another language to expand the style or variety of language.
The following are examples of code mixing:
"And then that's it, *yaudah*"
"Why are you smiling like that? *aneh banget*"

3. Type of Code Switching and Code Mixing

a. Type of Code Switching

According to (Poplack, 1980), code switching can be divided into three major

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types: intra-sentential, inter-sentential, and tag switching. Inter-sentential switching refers to the alternation of languages between distinct sentences or clauses, illustrated by the utterance, "*Hari ini aku mau bahas tentang karirku di* Stanford, it was one of the best experiences in my life." In this example, the first sentence uses Indonesian and the second sentence uses English, resulting in inter-sentential switching, while intra-sentential switching occurs within the same sentence when two languages are used simultaneously in one grammatical structure, such as "*Aku lagi ngerjain* thesis *tentang* public policy and education reform." In this sentence, there is a mixture of English phrases into the Indonesian sentence structure. Meanwhile, Tag switching is defined as the insertion of short words or phrases from one language into another, for example: "It's really hard to manage time, *iya kan?*"

This type of switching is typically practiced by individuals with strong fluency in two languages, intra-sentential switching shows linguistic flexibility, and tag switching is used to reinforce social meaning and maintain familiarity between speakers. In addition, research conducted by (Juliana et al., 2024) on the Friday podcast shows that these three types of code-switching often appear in the context of digital media. In this study, inter-sentential switching is used when speakers change topics or contexts, intra-sentential switching is used to emphasize certain meanings, while tag switching is used to maintain a relaxed and interactive atmosphere between speakers.

b. Type of Code Mixing

Meanwhile, code mixing refers to the practice of mixing two languages in the same utterance, without a complete shift in sentence structure as in code switching. (Muysken, 2000), identifies three fundamental types of code mixing, which include insertion, alternation, and congruent lexicalization.

The first type, known as insertion, is characterized by the placement of lexical components from one language (whether single words, phrases, or clauses) within the structural pattern of another language.. For example, "*Aku lagi ngerjain* assignment *buat kuliah*" in this sentence, the English word "assignment" is inserted into Indonesian language structure. According to research by (Ayu et al., 2022), insertion is commonly used by bilingual YouTubers because it is more practical and gives a modern impression to their speaking style.

The second type, alternation, is characterized by a language switch between clauses or phrases that follow different grammatical patterns. For example "*Aku udah coba jelasin,* but he didn't get it" The use of two languages in this sentence shows a more complex structural shift than insertion. (Media et al., 2025) states that the function of alternation is to express phonological meanings and concepts.

The third type, congruent lexicalization, describes the use of two languages that are mixed together in the same grammatical system. For example "*Aku* literally *nggak bisa* move on *dari lagu itu*" in this case, both languages are used harmoniously without any shift in sentence structure. (Ruth & Hutapea, 2024) in their research on the YouTube channel Nessie Judge concluded that congruent lexicalization most often appears in casual and spontaneous situations, reflecting the linguistic flexibility of young bilingual speakers.

4. Reason

One reason for employing code switching and code mixing is to convey intimacy or emotions, because some words may seem more natural or have stronger emotional meanings in one language than in another (Enrique et al., 2006). (Harun & Kasman, 2025) said that code-switching serves to adapt to situations, avoid misunderstanding, and show respect, meanwhile code mixing serves to convey the speaker's emotions and feelings, add nuance and meaning to certain messages, and identify oneself with a community that shares the same language and culture. (Fauziyah, 2024) also said that the cause of code mixing is the level of familiarity, because the speaker and the listener want to start getting to know each other.

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Research Method

The research was conducted using a qualitative descriptive design, which served as the basis for examining the data, incorporating listening and note-taking methods. Qualitative descriptive research aims to understand an event in its natural environment. The qualitative descriptive approach is used because it is suitable for linguistic and contextual data, allowing for a natural understanding of the phenomena of code switching and code mixing in real communication. The data source in this study is the speech or sentences spoken by the speaker in a YouTube video titled "Dating Tips: *Jangan Dikit-Dikit Putus*" on Maudy Ayunda's channel, which was uploaded on August 25, 2025. These utterances include the use of Indonesian, English, and a mixture of both that appear during the conversation. The data were fully transcribed and subsequently examined to identify the forms and functions of code switching and code mixing employed by the speakers.

The data collected is not numerical data, but only descriptive data such as words, utterances, and behavior. The data was collected in several stages. First, researchers watched the videos repeatedly to understand the context of the conversations and the situations in which the languages were used. Second, researchers made verbatim transcripts of all the utterances in the videos, marking the time and accurately noting which parts used Indonesian, English, or a combination of both. Third, each case of code switching and code mixing was marked with a special symbol to facilitate the analysis process. In addition, researchers also added nonverbal notes such as facial expressions, intonation, and gestures that could potentially reinforce the meaning of the utterances. Since the data was taken from a public platform (YouTube), this study adhered to research ethics by citing sources and not altering the content of the utterances.

The analysis method used is inductive, meaning that the data collected is taken from field data to extract meaning and patterns (Airasian, P. W., & Russell, 2012). The data analysis model used in this study refers to the Miles and Huberman pattern. (Miles et al., 2014) pattern data analysis model is a model used in qualitative data analysis. The model is structured into three core stages: data reduction, data presentation, and verification or conclusion drawing. The analysis employed listening and note-taking techniques, aiming to provide an in-depth description of the forms, types, and functions of code switching and code mixing in one of Maudy Ayunda's YouTube account entitled "Dating Tips: *Jangan Dikit-Dikit Putus*" which was uploaded to YouTube on August 26, 2025. Data analysis was carried out using a method that emphasized the identification, grouping, and interpretation of linguistic data. The first step was to select data by marking all parts of speech that contained code switching and code mixing.The second step involved categorizing the data into intra-sentential, inter-sentential, and tag switching, following (Poplack, 1980) typology that defines code switching forms by the position of the language shift within discourse.

Results and Discussion

Code Mixing	Frequency	Precentage
Alternation	64	36.15%
Insertion	54	30.50%
Congruent Lexicalization	18	10.16%
Code Switching		
Intra-sentential	30	11.29%
Inter-sentential	13	7.34%
Tag Switching	8	4.51%
Total	177	99.95%

1. Code Mixing
   A. Alternation
   Data 1.

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"*Ada kan masa-masa itu yang kayak bete kalau enggak sama, tapi* I think it was very brief, why are you smilling up?"
This sentence is an example of alternation code mixing because there is a complete shift in language at the clause level, from Indonesian to English in the form of a complete sentence structure (I think it was very brief and why are you smiling up?). This shift shows that the speaker did not just insert a word, but moved an entire syntactic unit to another language, which is the main characteristic of alternation. Socially, the use of English clauses serves to emphasize the speaker's opinion, change the tone of the conversation to be lighter and more playful, and reveal a bilingual identity that is common in informal interactions among young people. Thus, alternation in this sentence serves to strengthen expressiveness while building interpersonal closeness.

B. Insertion

Data 2.
"*Iya, karena udah ada solusi kayak ibaratnya masalahnya udah* resolve *gitu.*"
This sentence is an example of insertion code mixing because the speaker only inserts one English word, resolve, into the Indonesian sentence structure without changing the overall syntactic pattern. The word functions as an inserted lexical element, not as a complete clause, so it does not fulfill the characteristic of alternation. Socially, the insertion of the term resolve is used to give a more assertive, efficient, and "formal-informal hybrid" impression, because in everyday conversation, English is often used to demonstrate competence, familiarity with professional terms, and a modern communication style. In addition, the choice of the English word gives a more concise nuance than its Indonesian equivalent, "*terselesaikan*," reflecting a bilingual identity and a more dynamic style of speech.

C. Congruent Lexicalization

Data 3.

"*Nah, misalnya gua udah jelasin kalau kayak gini bakal gini terus dia jelasin tapi kalau kayak gini bakal gini-gini* which one is like better *aja*"

This sentence is an example of congruent lexicalization code mixing, because the speaker uses an English syntactic structure (which one is better) but fills it with lexical elements from both languages, such as like from English and the Indonesian discourse particles aja and sih. The mixing of elements from two languages occurs within the same grammatical framework so that it cannot be categorized as insertion or alternation, but rather as a hybrid form typical of congruent lexicalization. Socially, the use of this mixed form serves to create a relaxed, natural style of speech that is characteristic of young bilingual communities, while also adding expressive and interpersonal nuances through Indonesian particles that soften questions and indicate familiarity in interactions.

2. Code Switching

A. Inter-sentential

Data 4.

"*kenapa ya gue?* I relate to your husband."

This sentence is an example of inter-sentential code switching, where the alternation of languages occurs between two autonomous sentences, each characterized by its own syntactic completeness and semantic content. The first sentence, *"kenapa ya gue?"* (why me?), is a complete sentence in Indonesian that expresses a spontaneous reaction, while the second sentence, "I relate to your husband," is a complete sentence in English that provides an explanation or response to the previous expression. The language shift occurs at the boundary between sentences, not in the middle of a clause, thus conforming to the characteristics of inter-sentential switching. Socially, this switching serves to emphasize the difference in emotional nuance between the two sentences, marking a shift in

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perspective from spontaneous reaction to personal reflection, and reflecting the bilingual identity of the speaker. In addition, this form creates a relaxed, expressive, and familiar style of communication in informal interactions.

B. Intra-sentential

Data 5.

"*Sering sih, sering sering. Sering,* especially when it comes to work."

This sentence is an example of intra-sentential code switching because the language shift occurs within the same utterance, specifically in the last clause, "*Sering,* especially when it comes to work." The phrase especially when it comes to work is an English clause inserted in the middle of an Indonesian sentence without separating the main idea or forming a new, independent clause. The language shift occurs within the same syntactic structure, thus fulfilling the main characteristic of intra-sentential switching. Socially, the use of English clauses serves to emphasize a particular context (work), provide a professional yet casual tone, and reflect the bilingual identity of the speaker. This switching also makes the conversation sound more natural, expressive, and modern in informal interactions.

C. Tag Switching

Data 6.

"*eh* no *tapi yang ini kayak kena.*"

This sentence is an example of tag switching because the word "no" functions as a tag or interjection inserted in the middle of an Indonesian sentence without changing the main syntactic structure. In tag switching, speakers insert short lexical items or phrases from a different language to convey emphasis, expression, or pragmatic meaning, while the main sentence remains in the first language. In this example, no is used to emphasize a slight rejection or correction, giving a spontaneous and expressive nuance. Socially, tag switching like this serves to make conversation more natural, familiar, and relaxed, while also displaying the bilingual identity of speakers who are accustomed to flexibly combining foreign language elements in informal interactions.

Based on an analysis of the speech in Maudy Ayunda's YouTube videos studied, it was found that code mixing appeared more frequently than code switching. The most common from of code mixing was alternation, with a percentage of 36.15%, with shows that in these videos, there were frequent shifts between Indonesian and English within clauses or between clauses to clarify meaning or emphasize a point. The insertion pattern was also high at 30.50%, which illustrates a tendency to insert English words or phrases into Indonesian sentence structures, especially for terms that sound more natural when expressed in English. In contrast, congruent lexicalization appeared at 10.16%, which indicates the simultaneous use of both languages in relatively similar grammatical structures.

For the category of language code switching, the most frequently used from is intra-sentential switching, with a percentage of 11.29%, which is switching languages within a sentence to indicate clarity or particular nuance of meaning. Inter-sentential switching occurs at a rate of 7.34%, which happens when language switching occurs between sentences, usually when the speaker changes the topic or wants to clarify something. Tag switching has the lowest percentage at 4.51%, in the form of inserting short tags such as "you know" or "right?" in the middle of a sentence. Overall, the total percentage reaches 99.95%, which shows that the analysis results have been recorded consistently and accurately. These findings confirm that the speaker's communication style in the video is bilingual and flexible, with a strong tendency to use both languages simultaneously in a relaxed and natural flow of conversation.

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Conclusion

Based on the findings from the video, code mixing appeared more frequently than code switching. Alternation was the most common type (36.15%), followed by insertion (30.50%). Congruent lexicalization appeared 10.16% of the time. For code switching, intra-sentential (11.29%), inter-sentential (7.34%), and tag switching (4.51%) appeared most frequently.
This pattern shows that speakers use two languages to clarify meaning, emphasize certain points, or add nuance to their speech. In general, these results show a bilingual, flexible, and natural communication style, with the use of Indonesian and English used simultaneously in casual conversation.

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