Code mixing analysis used in Ria SW youtube channel

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Article Info

ABSTRACT

This study focuses about the phenomena of code mixing in Ria SW Youtube Channel because she is a food vlogger who often mix the language with English to interpret the clear explanation about food so it can be understood by others. The objectives of this study are to describe the type of code mixing and the social factors influence the used of code mixing in Ria SW Youtube Channel. The research approach used to analyze the data is descriptive qualitative approach. As the theory used, the writer described based on the theory of Hoffman (1991) to analyze the types of code mixing and the theory of Weinreich (1963) to analyze the factors of code mixing. The writer collected the data from three videos which are *Taipei Street Food #02, Unique Food in Singapore #05,* and *Hello Bali #01.* The result demonstrates that there are three types of code mixing which are intra-sentential code mixing about 132 data or 75%, intra-lexical code mixing about 30 data or 17%, and involving a change of pronunciation about 14 data or 8%. Intra-sentential code mixing is the dominant occurrence of code mixing used in Ria SW Youtube Channel because the speaker inserts English words in the middle or at the end of the utterances. Furthermore, there are five social factors of code mixing which are low frequency words about 138 data or 78%, oversight about 21 data or 12%, synonym about 8 data or 5%, pernicious homonym about 6 data or 3%, and social value about 3 data or 2%. The dominant social factor influenced the use of code mixing in Ria SW Youtube Channel is low frequency words because the term or word in the English language is easier to remember and have stable meaning.

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1. INTRODUCTION

Language is a tool used by humans to communicate with one another in daily interaction. The language is used to transfer the message of the speaker to the listener in various activities. It means the main function of language is as a media of communication, socialization, and interaction between humans to establish a social and community system produced by speech organ. Language also aims to show a human identity and characteristic (Rabiah). By using language as a tool of communication, humans can more easily adapt to the surrounding environment. Therefore, language and humans are two important points that cannot be separated.

Since humans are social creatures who carry out social interaction in daily life, it allows communication using two or more languages. According to Lüdi (2006), a person who can able to adapt their language choice to the situation and to switch from one language to the other in a proper meaning called as multilingual individual. But the proficiency is just expert in one language only. For other languages, they are

just at the understanding level. Sometimes humans only comprehend what they hear and read. However, most of them are unsure on how to provide meaningful feedback. According to Kim (2020), multilingualism is a balancing ability which a person have to use two or more language skill in communication. In this situation, someone who is multilingual is someone who can communicate in two or more languages. Multilingualism is usually divided into tiers based on an individual's abilities and competencies. The skills and competencies may range from strong mastery of grammar and vocabulary, as well as special lists and styles, to command of a few lexical items, formulaic phrases like greetings, and basic conversational abilities.

The phenomenon of mixing languages in communicating is called code mixing. Muysken et al (2000) refers that code mixing is all instances in which lexical items and grammatical features from two languages appear in a single sentence. Code mixing is code that is used, has its functions and autonomy. Code mixing is like code switching, except that code-mixing often only involves words. Code mixing can only occur if someone changes the linguistic units in the form of affixes, words, phrases, and clauses when pronouncing a sentence in order to make the participants understand the topic of conversation (Bokamba, 1989). Besides, according to Wardaugh (1986), code mixing is using two languages collectively by the speaker as far as the language change from one language to another language in one utterance. Usually, a speaker uses a mixture of two or more languages to describe the thoughts, feelings, messages, and experiences of a communicant. The mixing of two or more languages in everyday life gradually becomes a familiar habit to hear.

The phenomenon of code-mixing appeared in Youtube videos. Youtube is one of the most popular social media used to upload and download videos in the digital world. Youtube is mostly accessed by young people between the ages of 13-34 years (Fadhal and Nurhajati). Young people often access Youtube because digital media is the closest medium to young people who still have a high sense of curiosity. With the existence of Youtube, which makes it easy to watch and share videos, Youtube provides an opportunity for expression through video content. One of the most widely found video content is a Vlog or Video Blog. Anyone from various backgrounds can watch a vlog uploaded via Youtube. Therefore, the phenomenon of code-mixing can occur because the content creator should give an explanation that can be understand by others.

One of the most popular Youtuber in Indonesia is Ria SW. Ria SW is an Indonesian YouTube creator with 3,8 million subscribers. A large number of subscribers proves that many people are interested in the content on their Youtube Channel. In YouTube channel, Ria SW focuses on making vlogs about food. Ria SW gave various reviews about the food she tried casually and spontaneously in the vlog she created. As a native Indonesian, Ria SW often mix the language with English because of many reasons to interpret the clear explanation about food so it can be understood by others. It approves that the use of code mixing happens naturally in daily communication. The phenomenon of code-mixing in vlogs can affect the use of vocabulary in the language. The use of vocabulary in a foreign language can increase, and vocabulary in a native language can decrease. Therefore, code-mixing can lead to the phenomenon of loss or death language. Thus, Ria SW as a food vlogger or youtuber who often mixes Indonesian language with English language while making the video makes her suitable to be the object of study about code mixing.

The writer found some previous studies as references related to this study. The first previous study is conducted by Ivan (2021) under the title *"English Code Mixing Used in the Magic Hour Novel"* which focus on analyzing types of code mixing used Hoffman's theory. The second previous study is conducted by Astri and Fian (2020) under the title *"The Sociolinguistics Study on the Use of Code Mixing in Gita Savitri Devis's Youtube Channel Video"* which focus on analyzing types of code mixing used Hoffman's theory. The third previous study is conducted by Lubis (2021) under the title *"Code Mixing Analysis Found in Aplaus Magazine"* which focus on analyzing types of code mixing used Suwito's theory and factors of code mixing used Weinreich's theory.

Thus, the writer conducted a study in order to analyze the types of code mixing used in Ria SW Youtube Channel and the social factors influence the used of code mixing in Ria SW Youtube Channel. The theory applied to analyzed the types of code mixing in this study is a theory by Hoffman (1991). According to Hoffman (1991), there are three types of code-mixing. (1) Intra-sentential code mixing refers to the occurrence of code mixing within a phrase, clause or sentence boundary in someone's utterance. (2). Intra-lexical code mixing refers to the occurrence when the word is added by affixes from the other language. (3) Involving a change of pronunciation refers to the occurence when the speaker changes the pronunciation patterns into native pronunciation. Then, the theory applied to analyzed the social factors of code mixing in this study is a theory by Weinreich (1963). Weinreich (1963) said there are 2 forms of social factors influence the used of code mixing, which are internal factors and external factors. Internal factors include (1) Low frequency words refer to a foreign word that is simple and easy to remember and have more stable meaning. (2) Pernicious homonym refers to word or phrase from other language used to avoid ambiguity. (3) Synonym refers to the other languages that are used to soften the meaning or context of the utterance.

Meanwhile, external factors include (1) The development of knowledge and new culture refers to new terminologies in several industries, such as automobile, fashion, and medical that can occur as a result of the development of knowledge and new culture. (2) Social value occurs when people use different languages to expose their social status. (3) Oversight occurs when people borrow other words because they have the limit of words to complete their sentence. The social factors can strongly influced by the social context. Holmes (1992:9) said there are four factors of social context which are participant of the interaction, setting of the interaction, topic of the interaction, and function of the interaction. The writer analyzes through several videos content, which are *Taipei Street Food #02, Unique Food in Singapore #05, and Hello Bali #01*. From this explanation above, the writer compiled a study entitled *"Code Mixing Analysis Used in Ria SW Youtube Channel"*.

2.   RESEARCH METHOD

The method used by writer to conduct this study is descriptive qualitative method. The research design is using qualitative method and specified into descriptive qualitative document research. Ary et al. (2018), proposed that descriptive qualitative research attempt to give detailed description, which provide to understand a phenomenon, a process or a specific point of view from the perspective of the insiders. Here the writer used this method to analyze the code mixing used in Ria SW Youtube Channel. The data was analyzed descriptively based on the utterance of three videos selected in Ria SW Youtube Channel that contain of code-mixing phenomenon. Besides that, the data are interpreted and displayed descriptively based on the supporting theory used in this study.

This study used descriptive qualitative method since the writer analyzes the types and the social factors of code mixing used in Ria SW Youtube Channel. The data is not be displayed in the statistical data. The data displayed by verbal data with description in the form of words. To display the verbal data, the writer applied content analysis to analyze the data. Content analysis can be done with any written information, from documents to interview transcriptions, from media products to personal interviews (Cohen et al.). To do the content analysis, the writer used dialog transcription that had been spoken in Ria SW Youtube Channel. The writer watched the videos carefully and then wrote down the dialog into transcribed spoken text. Then, all the data collected used to be document analysis to answer the problems statement.

This writer collects the data in several ways. First, the writer watched the three videos from Ria SW YouTube channel in many times. Second, the writer typed the transcript of the utterance on the video. Third, gathering all the data, the writer observed the data closely. The identified the code mixing by reading the transcript. Then, the writer marked notes to the utterances that contain with code mixing. Fourth, the writer made a group of the data that had identified by the writer. Fifth, the writer classified the data based on the form of code mixing types based on Hoffman's theory (1991) and the factors of code mixing based on Weinreich's theory (1963) used in Ria SW Youtube Channel. The technique analysis the data consists of data reduction, data presentation, and withdrawal conclusion.

3.   RESULTS AND ANALYSIS
3.1. The Types of Code Mixing Used in Ria SW Youtube Channel

The types of code mixing theory used in this study is code mixing based on Hoffman's theory (1991). According to Hoffman (1991), there are 3 types of code mixing, including intra-sentential code mixing, intra-lexical code mixing, and involving a change of pronunciation.

In this study, there are 3 videos from Ria SW Youtube Channel that are used to analyze code mixing. The first video is *Taipei Street Food #02*, the second video is *Unique Food in Singapore #05*, and the third video is *Hello Bali #01*. The first video, *Taipei Street Food #02*, it found 97 data containing code mixing. From the 97 data, 74 data are intra-sentential code mixing, 17 data are intra-lexical code mixing, and 6 data are involving a change of pronunciation. In the second video, *Unique Food Singapore #05*, it found 40 data containing code mixing. From the 40 data, 28 data are intra-sentential code mixing, 7 data are intra-lexical code mixing, and 5 data are involving a change of pronunciation. In the third video, *Hello Bali #01*, it found 39 data containing code mixing. From the 39 data, 30 data are intra-sentential code mixing, 6 data are intra-lexical code mixing, and 3 data are involving a change of pronunciation.

In order to make the data easier to be analyzed, the data was classified in the form of data table. The data tables included the number of types of code mixing used in the *Taipei Street Food #02, Unique Food in*

Singapore #05, and *Hello Bali #01* videos. The number for each type of code mixing can be seen in the table below.

Table 3.1. Types of Code Mixing in Ria SW Youtube Channel

Video	Intra-sentential Code Mixing	Intra-lexical Code Mixing	Involving a Change of Pronunciation	Total
Taipei Street Food #02	74	17	6	**97**
Unique Food Singapore #05	28	7	5	**40**
Hello Bali #01	30	6	3	**39**
Total	**132**	**30**	**14**	**176**
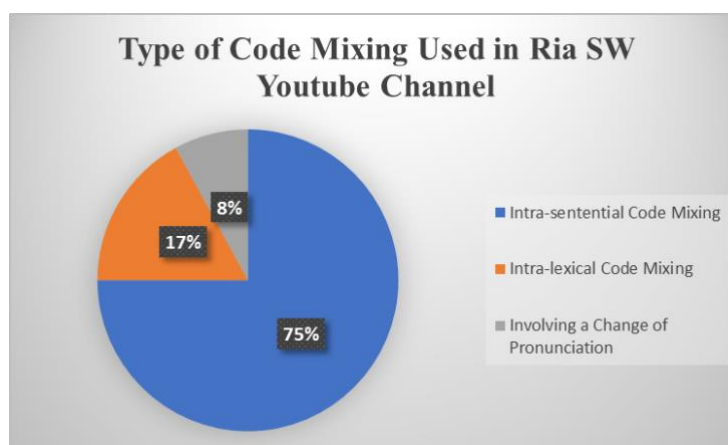
Figure 3.1. Types of Code Mixing in Ria SW Youtube Channel

Based on the data, the most used type of code mixing in Ria SW Youtube channel is intra-sentential code mixing with total 132 data or 75%. Then, intra-lexical code mixing is the second most used type with total 30 data or 17%. Involving a change of pronunciation is the less used type of code mixing with total 14 data 8%.

1. Intra-sentential Code Mixing

Intra-sentential code mixing occurs within a word, a phrase, a clause or a sentence boundary. It means that the utterance mixes from Indonesia to English. In *Taipei Street Food #02*, there are 74 data involved intra-sentential code mixing. In *Unique Food Singapore #05*, there are 28 data involved intra-sentential code mixing. In *Hello Bali #01*, there are 30 data involved intra-sentential code mixing. From all the data, it was found total 132 data involved in intra-sentential code mixing. It showed that this type has the highest number for the types of code mixing compare to the other types. In this study, intra-sentential code mixing was found in English word, phrase, and clause in the middle of Indonesian utterances spoken by the speaker in Ria SW Youtube Channel. This type was spoken when the speaker mixed the two kinds of language or codes in a single utterance. It means that the speaker used English and Indonesia language in a single utterance or single sentence without changing the meaning. There is a possible reason why intra-sentential code mixing is the most used type of code mixing in this study. The speaker may use a term from another language to convey a notion or describe an object for which there is no clear word exist in the current language (Holmes and Holmes). Another explanation might be that the speaker found that the easiest way to use English language is only insert a word, phrase, or clause in a sentence she speaks. The speaker may not understand the terms in Indonesian, but understand them in English, and thus, code-mixing occurs. This is often referred to the lack of register (David). Whichever kind of code mixing aids the speaker in conveying her exact meaning will be considered appropriate. It is because the speaker is understanding about the meaning of words, but she is not fluent enough to speak in English. Here the example of intra-sentential code mixing occurs in the data.

Example 01
[Taipei Street Food #02 – Time: 09.44]
Ria SW   :   Ini *seasonal* gitu sih. Kali ini ada jadi aku mau.

(This is seasonal. No, it's available so I want it.)

The data above is taken from *Taipei Street Food #02* at 09.44. The data above was spoken by Ria SW. Ria SW was about to buy a cake that only be sold in certain event. In doing so, Ria SW used the word "seasonal" to express the feeling. So, there is language mixing between Indonesia and English. The word "seasonal" means "musiman" in Indonesia. Ria SW mixed the word "seasonal" in the middle of the utterance without changing the topic of the speaking. This code mixing defined into intra-sentential code mixing because the English vocabulary inserts in the middle of the sentence, and it is in a form of word.

Example 02
[Unique Food Singapore #05 – Time: 17.14]
Ria SW   : Udangnya pas digigit ***juicy*** banget.
                   (The shrimp is really juicy when you bite.)

The data above is taken from *Unique Food Singapore #05* at 09.47. The data above was spoken by Ria SW. Ria SW was about to review a food or shrimp. Ria SW expressed that the texture of the shrimp is juicy. "Juicy" is a english phrase that express when the food or meat full of meat cider. In doing so, Ria SW used the word "juicy" to express that the shrimp is full of meat cider. So, there is language mixing between Indonesia and English. The word "juicy" means "berair" in Indonesia. Ria SW mixed the word "juicy" in the middle of the utterance without changing the topic of the speaking. Based on this explanation, this code mixing refers into intra-sentential code mixing because the speaker use English vocabulary in the middle of the base language, and it is in a form of word.

2. Intra-lexical Code Mixing

Intra-lexical code mixing occurs in the word boundary. It is changing the lexical category of the words in the sentence. In this study, the data is added by affixes from Indonesia language. The word in English is added by Indonesian affixes. The affixes can be found either in the first or in the last position of the words. In this study, the data in *Taipei Street Food #02*, there are 17 data involved intra-lexical code mixing. In *Unique Food Singapore #05*, there are 7 data involved intra-lexical code mixing. In *Hello Bali #01*, there are 6 data involved intra-lexical code mixing. From all the data, it was found total 31 data involved in intra-lexical code mixing. It showed that this type has the second highest number for the types of code mixing compare to the other types. In this data, intra-lexical code mixing used when the speaker mixes their languages by using English word then combines it with Indonesian affixation. The affixation can be in the form of prefix or suffix. From the data, the affixation that often used by the speaker is suffix -nya and prefix meng- and ter-. The Indonesia affixation was combined with English word. Here the example of intra-lexical code mixing occurs in the data.

Example 01
[Unique Food Singapore – Time: 08.31]
Ria SW   : Dia tuh pake butter gitu loh, jadi ***butternya*** tuh dilelehin baru setelah
                   itu dipakein susu bubuk.
                   (It used butter, so they melt the butter then they add milk powder.)

The data above is taken from *Unique Food Singapore #05* at 08.31. Ria SW mixed the word "butter" with Indonesian affixation. The English word which is "butter" is added with Indonesian suffix -nya. This is the mixing between an English word with Indonesian affixation which is suffix. The word "butter" means "mentega" in Indonesia. The suffix "-nya" is added in the mixed word "butter" without changing the topic of the speaking. The structure is "butter" as word and "-nya" as suffix. Based on that explanation, this code mixing is including into types of intra-lexical code mixing because the mixing code is occurring in the middle of the English language and it is added by Indonesian affixation. In this data, the suffix -nya does not have particular function into the word "butter". In English language, "butternya" means "the butter".

Example 02
[Hello Bali #01 – Time:03.09]
Ria SW   : Sate ini ***best sellernya*** mereka.
                   (This sate is their best seller.)

The data above is taken from *Hello Bali #01* at 03.09. Ria SW mixed the word "best seller" with Indonesian affixation. The English word which is "best seller" is added with Indonesian suffix -nya. This is the mixing between an English word with Indonesian affixation which is suffix. The word "best seller" means "penjualan terbaik" in Indonesia. The suffix -nya refers to the restaurant she visited to taste the sate. The suffix "-nya" is added in the mixed word "best seller" without changing the topic of the speaking. The structure is "best seller" as word and "-nya" as suffix. Based on that explanation, this code

mixing is including into types of intra-lexical code mixing because the mixing code is occurring in the middle of the English language and it is added by Indonesian affixation. In English language, "best sellernya" means "their best seller".

3.   Involving a Change of Pronunciation

Involving a change of a pronunciation may be occurred at the phonological level, it deals with pronunciation. It happens when the speaker changes the pronunciation of the foreign word into their native accent. The example of this type can be found in Indonesian society. It can be seen how the Indonesian society pronounces the word. In this study, the data in *Taipei Street Food #02*, there are 6 data involved involving a change of pronunciation. In *Unique Food Singapore #05*, there are 5 data involved involving a change of pronunciation. In *Hello Bali #01*, there are 3 data involved involving a change of pronunciation. From all the data, it was found total 14 data involved in involving a change of pronunciation. It showed that this type has the lowest number for the types of code mixing compare to the other types. It happens when the speaker says an English word but it changes into Indonesian pronunciation pattern. It can happen because the speaker is Indonesian person so it makes some English word can be pronounced as an Indonesian word. Here the example of involving a change of pronunciation occurs in the data.

Example 01
[Taipei Street Food #02 – Time: 23.22]
Ria SW   :   Ini dia kayak pakai *jelly* gitu loh..
                       (It's like they are using jelly.)

The data above is taken from *Taipei Street Food #02* at 23.22. Ria SW was about to review the beverage. There is a jelly in the beverage as topping. The English word which is "jelly" is used in the middle of sentence that is said by the speaker or Ria SW. In this data, the pronunciation of the word "jelly" becomes "jeli" because she said it in Indonesia pronunciation. Meanwhile the correct pronunciation is [dʒɛli]. Based on the data, Ria SW said an English word but she used Indonesian pronunciation. This case occurred at the phonological level. Based on that explanation, this code mixing is including into types of involving a change a pronunciation because the English word pronunciation is done using Indonesia pronunciation.

Example 02
[Unique Food Singapore #05 – Time: 03.20]
Ria SW   :   Aku lupa kasih tau kalau di lantai 4 itu ada kolam renang, *cafe*, terus
                       juga ada tempat fitness dan ada kursi pijit dong.
                       (I forgot to tell you that on the 4th floor there is a swimming pool,
                       cafe, then there is also a fitness center and massage chairs.)

The data above is taken from *Unique Food Singapore #05* at 03.20. Ria SW was about to mention that there are many facilities in the hotel she stayed. The English word which is "cafe" is used in the middle of sentence that is said by the speaker or Ria SW. In this data, the pronunciation of the word "café" becomes "kafe" because she said it in Indonesia pronunciation. Meanwhile the correct pronunciation is [kəˈfeɪ]. Based on the data, Ria SW said an English word but she used Indonesian pronunciation. This case occurred at the phonological level. Based on that explanation, this code mixing is including into types of involving a change a pronunciation because the English word pronunciation is done using Indonesia pronunciation.

The result and analysis data of this study is similar with the second previous study conducted by Zul Astri and Al Fian in *"The Sociolinguistics Study on the Use of Code Mixing in Gita Savitri Devi's Youtube Channel Video"*. In the second previous study, the writer used the type of code mixing theory by Hoffman (1991) which are intra sentential code mixing, intra lexical code mixing, and involving a change of pronunciation. After collecting the data, it was found 88,46% data referred to intra-sentential code mixing and 11,54% data referred to intra-lexical code mixing. There is none data referred to involving a change of pronunciation. Intra-sentential is the highest number occurrence because the speaker mixed an English word in the middle or at the end of the sentence while speaking in Indonesia.

The similarity between this study and the second previous study is that the data was conducted from video in Youtube Channel. In the both of the study found that the most type of code mixing used is intra-sentential code mixing. It can happen to the speaker because all speakers in the study are Indonesian people. They are not an English native speaker and the audiences are mostly Indonesian people. The speakers need to express what she wants to inform in her native language and also a language term that can be understand

clearly by the audiences. So, they all insert English words in the first, middle, or last of the sentences. Mix a language is used to do an effectively communication with the audience who live in a multilingual language and the code mixing phenomenon occurs naturally (Hoffmann).

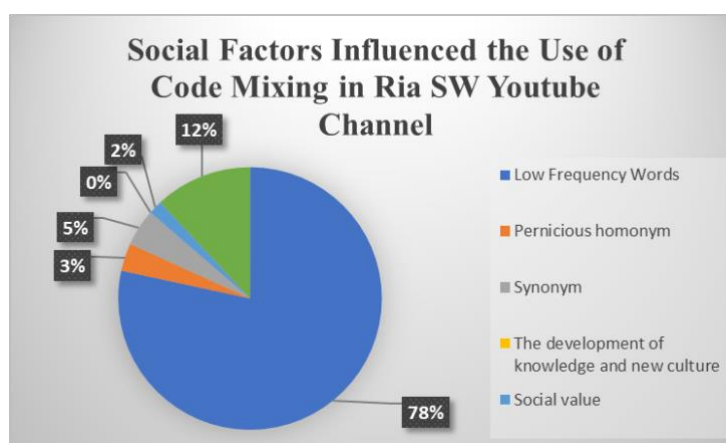### 3.2. The Social Factors Influence the Used of Code Mixing in Ria SW Youtube Channel

The social factor of code mixing theory used in this study is code mixing based on Weinreich theory (1963). According to Weinreich (1963), there are 2 forms of social factors influence the used of code mixing, which are internal factors and external factors. Internal factors consist of low frequency words, pernicious homonym, and synonym. External factors consist of the development knowledge and new culture, social value, and oversight.

In this study, there are 3 videos from Ria SW Youtube Channel that are used to analyze code mixing. The first video is *Taipei Street Food #02*, the second video is *Unique Food in Singapore #05*, and the third video is *Hello Bali #01*. The first video, *Taipei Street Food #02*, it found 97 data containing code mixing. From the 97 data, 77 data are low frequency words, 3 data are pernicious homonym, 8 data are synonym, 2 data are social value, and 7 data are oversight. In *Taipei Street Food #02*, there is no data influenced by the development of knowledge and new culture. In the second video, *Unique Food Singapore #05*, it found 40 data containing code mixing. From the 40 data, 34 data are low frequency words, 1 data are social value, and 5 data are oversight. In *Unique Food Singapore #05*, there is no data influenced by pernicious homonym, synonym, and the development of knowledge and new culture. In the third video, *Hello Bali #01*, it found 39 data containing code mixing. From the 39 utterances, 27 data are low frequency words, 3 data are pernicious homonym, and 9 data are oversight. In *Hello Bali #01*, there is no data influenced by synonym, the development of knowledge and new culture, and social value.

The data was classified in the form of data table to make the data easy to be understood. The data tables included the number of social factors of code mixing used in the *Taipei Street Food #02, Unique Food in Singapore #05, and Hello Bali #01* videos. The number for each social factors influences the used of code mixing can be seen in the table below.

Table 3.2. The Social Factor of Code Mixing Used in Ria SW Youtube Channel

Video	Internal Factors			External Factors			Total
	Low frequency words	Pernicious homonym	Synonym	The development of knowledge and new culture	Social value	Oversight	
Taipei Street Food #02	77	3	8	0	2	7	**97**
Unique Food Singapore #05	34	0	0	0	1	5	**40**
Hello Bali #01	27	3	0	0	0	9	**39**
Total	**138**	**6**	**8**	**0**	**3**	**21**	**176**

Figure 3.2. The Social Factor of Code Mixing Used in Ria SW Youtube Channel

Based on the data, the most found social factors influence the used of code mixing in Ria SW Youtube channel is low frequency words with total 138 data or 78%. Then, oversight the second most used type with total 21 data or 12%. Synonym is the third highest with 8 data or 5%. Pernicious homonym is the fourth highest with 6 data or 3%. Social value is the fifth highest with 3 data or 2%. The development of knowledge and new culture is the lowest because there is no data found in the video or 0%.

1. Internal Factors
   a. Low Frequency Words

   Low frequency words refer to a foreign word that is simple and easy to remember and have more stable meaning than the word in native language. It means that the speaker used English word to give more appropriate and stable meaning in the utterance. In *Taipei Street Food #02*, there are 77 data involved to low frequency words. In *Unique Food Singapore #02*, there are 34 data involved to low frequency words. Then, in *Hello Bali #01*, there are 27 data involved to low frequency words. From all the data, it was found that there are 138 data involved to low frequency words. This factor is the dominant factor causing the used of code mixing in Ria SW Youtube Channel compare to the other factors. It cam happen because the speaker used English word to give more appropriate and stable meaning in the utterance they spoken. The reason is because some term or word in their native language is rarely used by the speaker and rarely hear by the audience, so she tends to replace it with English language which is more common for herself and also for the audience. Here the example of low frequency words occurs in the data:

   Example 01
   [Taipei Street Food #02 – Time: 07.56]
   Ria SW   :   ***Cone*-nya enak.**
                              (The cone is delicious.)

   The data above is taken from *Taipei Street Food #05* at 07.56. Ria SW was about to review the cone ice cream. The English word which is "cone" is used in the middle of sentence that is said by the speaker or Ria SW. The meaning of "cone" in Indonesia is "kue tempat es krim berbentuk kerucut". In the utterance, the word "cone" means that the speaker was about to review the taste of the ice cream's cone. The speaker used the word "cone" because it influenced by the social factor of low frequency words. Furthermore, the Indonesian word "kue tempat es krim berbentuk kerucut" is rarely used in Indonesian. The speaker considered that the audiences is more familiar when using the word "cone" rather than its meaning in Indonesia. The word "cone" is also easier to remember and have the stable meaning than using Indonesian language. So, the speaker mixed the other language term to avoid the word that rarely heard by the audiences.

   Example 02
   [Hello Bali #01 – Time: 08.54]
   Ria SW   :   Aku mau campur saus ini deh ke ***burger***, sepertinya bakal enak.
                              (I want to add this sauce to the burger, looks like it will be delicious.)

   The data above is taken from *Hello Bali #01* at 08.54. Ria SW was about to taste a burger and give another sauce to the burger because she might think that it would be delicious. The English word which is "burger" is used in the middle of sentence that is said by the speaker or Ria SW. The meaning of "burger" in Indonesia is "roti lapis yang berisi daging giling". Burger is a western food made by minced meat and piled with bread and vegetables. Nowadays, burger is a food that has begun to be known and found in Indonesia, especially for young people. In the utterance, the word "burger" means that the speaker was about to taste and review the burger from the restaurant. The speaker used the word "burger" because it influenced by the social factor of low frequency words. Furthermore, the Indonesian word "roti lapis yang berisi daging giling" is rarely used in Indonesian. Besides that, if the speaker explained it with Indonesian word, the audience might be confused to imagine the visual of the food. The speaker considered that the audiences is more familiar when using the word "burger" rather than its meaning in Indonesia. The word "burger" is also easier to remember and have the stable meaning than using Indonesian language. So, the speaker mixed the other language term to avoid the word that rarely heard by the audiences.

   b. Pernicious Homonym

   Pernicious homonym occurred when the speaker borrows the other language term to avoid the ambiguity from the meaning of the native language. If the speaker uses his own language, it can make an ambiguous meaning. It means that if the speaker uses Indonesian word, it could make a homonym problem or ambiguous meaning in the utterance. In *Taipei Street Food #02*, there are 3 data involved

to pernicious homonym. In *Hello Bali #01*, there are 3 data involved to pernicious homonym. But, in *Unique Food Singapore #02*, there is no data involved to pernicious homonym. From all the data, it was found that there are 6 data involved to pernicious homonym. This factor is the number fourth dominant factor causing the used of code mixing in Ria SW Youtube Channel compare to the other factors. It can happen because some of Indonesian word has not clear meaning to explain the topic that the speaker talks about so the speaker needs to replace the word with English. Here the example of pernicious homonym occurs in the data:

Example 01
[Taipei Street Food #02 – Time: 07.31]
Ria SW   :   Aku mau eskrimnya. Mau yang item-item. Nggak mau yang
                 original.
                 (I want the ice cream. I want the black one. I don't want the original
                 one.)

     The data above is taken from *Taipei Street Food #05* at 07.31. Ria SW was about to buy the black ice cream made by black wijen. The English word which is "original" is used in the middle of sentence that is said by the speaker or Ria SW. The meaning of "original" in Indonesia is "asli". In the utterance, the word "original" means that the speaker didn't want to buy the basic taste of ice cream. The speaker wanted to try the other taste that looks unique. Furthermore, the Indonesian word "asli" means first class quality. It becomes ambiguous meaning if the speaker said "asli" to explain the taste of the ice cream. The speaker considered that the word "original" can be more understandable because the word "original" and "asli" might have different meaning in culinary terminology in common. So, the speaker mixed the other language term to avoid the ambiguity.

Example 02
[Hello Bali #01 – Time: 02.26]
Ria SW   :   Ini ada ***rooftop*** di mana kalian bisa berjemur kalo kalian mau.
                 (There is a rooftop where you can sunbathe if you want.)

     The data above is taken from *Hello Bali #01* at 02.26. Ria SW was about to do a hotel tour where she stayed. The English word which is "rooftop" is used in the middle of sentence that is said by the speaker or Ria SW. The meaning of "rooftop" in Indonesia is "genteng". Basically, the visual of "rooftop" that the speaker means is different with the meaning of "genteng" in Indonesia. In the utterance, the word "rooftop" means a cover of building that looks like a highest floor of a building. The speaker wanted to tell to the audience that the rooftop is designed for the visitor who want to do sunbathe. Furthermore, the Indonesian word "genteng" have different meaning with the meaning of "rooftop". It becomes ambiguous meaning if the speaker said "genteng" to explain the meaning of "rooftop". The speaker considered that the word "rooftop" can be more understandable. So, the speaker mixed the other language term to avoid the ambiguity.

c.   Synonym
     Synonym occurred when the speaker wants to soften the meaning. It means that the speaker wants to avoid the word terms that make a rough meaning from the native language. In *Taipei Street Food #02*, there are 8 data involved to synonym. But, in *Hello Bali #01* and *Unique Food Singapore #02*, there is no data involved to synonym. From all the data, it was found that there are 8 data involved to synonym. This factor is the number third dominant factor causing the used of code mixing in Ria SW Youtube Channel compare to the other factors. The reason is because some of Indonesian words can have harsh meaning. The audience might think that the speaker is people who are impolite and less aware of the circumstances around her. So, the speaker needs to switch the word using an English word. Here the example of pernicious homonym occurs in the data:
Example 01
[Taipei Street Food #02 – Time: 15.50]
Ria SW   :   Jadi di sini terlantar. Sampai akhirnya ada artis, ***street performer*** ke
                 sini ngadain pertunjukan kecil sampai akhirnya menarik perhatian
                 banyak orang.
                 (So here was originally an abandoned place. Until finally an artist, a
                 street performer came here to hold a small show until it finally
                 caught the attention of many people.)
     The data above is taken from *Taipei Street Food #05* at 15.50. Ria SW was about to explain the history for a place she visited. The English word which is "street performer" is used in the middle of

sentence that is said by the speaker or Ria SW. The meaning of "street performer" in Indonesia is "pengamen". In Indonesia when a person called as "pengamen", people will think that it is a less respected profession so the speaker try to soften the meaning by using the term "street performer" rather than explaining the true meaning of the term. It is used by the speaker to address a person who doing a show or performance in the street. The speaker considered that the word "street performer" can be softer to hear rather than using the word "pengamen". So, the speaker used the term "street performer" rather than "pengamen" to make the meaning acceptable for the audiences.

2. External Factors
   a. Social Value

Social value occurred when the speaker uses foreign language to expose their social status. By considering social factors, the speaker borrow word from different languages to attract the object. It means that the speaker wants to show that the speaker is an educated and modern person. In *Taipei Street Food #02*, there are 2 data involved to social value. In *Hello Bali #01*, there is 1 data involved to social value. But, in *Unique Food Singapore #02*, there is no data involved to social value. From all the data, it was found that there are 3 data involved to social value. This factor is the number fifth dominant factor causing the used of code mixing in Ria SW Youtube Channel compare to the other factors. It occurred when the speaker uses foreign language to show someone social status or to attract the object they are talking about. The reason is because of the background of the speaker, her status as a content creator, food vlogger, and also influencer. The speaker has growth in Indonesia, but the speaker also has growth in middle class family. Thus, it creates the possibility that the speaker needs to utter her identity. Here the example of social value occurs in the data:

Example 01
[Taipei Street Food #02 – Time: 26.13]
Ria SW   :   Ini bahannya ada sayuran, ***oyster***, telor, sama aci.
                   (The ingredient is vegetable, oyster, egg, and tapioca flour.)
The data above is taken from *Taipei Street Food #05* at 26.13. Ria SW was about to inform the ingredient of a Chinese food. The English word which is "oyster" is used in the middle of sentence that is said by the speaker or Ria SW. The meaning of "oyster" in Indonesia is "tiram". In the utterance, the word "oyster" means that the speaker was about to inform to the audience that there is oyster in the ingredient of the Chinese food she had. Oyster is not a common ingredient for Indonesian food. The price of oysters is also pretty expensive and is not sold in just any market. Furthermore, oysters are usually eaten raw or fresh, which is a bit strange to Indonesian people. Someone who likes raw food is usually someone who often explores East Asian foods such as Japanese food, Korean food, and Chinese food. In Indonesia, people who are familiar with foreign food are considered as rich people. Therefore, the use of the word "oyster" can indicate that the speaker is a rich person. The speaker used the word "oyster" because it influenced by the social factor. So, the speaker mixed the other language term to show the social value.

Example 02
[Unique Food Singapore #02 – Time: 15.51]
Ria SW   :   Di sini ***chopstick***-nya ujungnya kan bolong, jadi ini kalian harus
                   buka.
                   (Here, the chopstick has a hole in the end, so you have to open it.)
The data above is taken from *Unique Food Singapore #02* at 15.51. Ria SW was about to inform the audience about how to use the chopstick in that restaurant. The English word which is "chopstick" is used in the middle of sentence that is said by the speaker or Ria SW. The meaning of "chopstick" in Indonesia is "sumpit". In the utterance, the word "chopstick" means that the speaker was about to inform to the audience that if one day the audience comes to that restaurant, they should open the hole in the chopstick first before uses it. Basically, chopsticks are eating utensils that are usually used by East Asian people, in the form of two sticks of the same length that are held between the fingers of one hand. Chopsticks are generally used by Japanese, Korean, and Chinese people to enjoy their food. Indonesian people who have never visited an East Asian country or tasted East Asian food, usually cannot use chopsticks well. Therefore, Indonesian people who are familiar and can use chopsticks well are usually considered as rich and educated people. This is because not all Indonesians have traveled to East Asian countries, or tasted East Asian food, or are even familiar with the use of chopsticks. The speaker used the word "chopstick" because it influenced by the social factor. So, the speaker mixed the other language term to show the social value.

b. Oversight

Oversight may happen when the speaker cannot complete the sentence because he has the limit words to explain the context of the conversation. Many fields of fashion, automotive, business, sports, and many more have the terminologies from another language that make the speaker difficult to find similar word in speaker's language. In *Taipei Street Food #02*, there are 7 data involved to oversight. In *Hello Bali #01*, there are 5 data involved to oversight. Then, in *Unique Food Singapore #02*, there are 9 data involved to oversight. From all the data, it was found that there are 21 data involved to oversight. This factor is the number second dominant factor causing the used of code mixing in Ria SW Youtube Channel compare to the other factors. It occurred when the speaker has the limit words to complete their sentence relate to the terminology of field. In this study, it happened in culinary terminology. Here the example of social value occurs in the data:

Example 01
[Taipei Street Food #02 – Time: 01.52]
Ria SW   :   Kalian pesen ini, Apple Sidra, karena sekarang aku ***Brand Ambassadornya***. Nggak, bercanda.
(You can order this, Apple Sidra, because I am the Brand Ambassador now. No, just kidding.)

The data above is taken from Taipei Street Food #05 at 01.52. Ria SW was about to give a recommendation that the audience should order a beverage named Apple Sidra. The English word which is "Brand Ambassador" is used in the middle of sentence that is said by the speaker or Ria SW. The meaning of "Brand Ambassador" in Indonesia is "orang yang menjadi ikon dari sebuah produk". People who work in business terminology often use a foreign word "Brand Ambassador" to call someone who is responsible for promoting a certain product and brand to the public to encourage sales of the product. The speaker used the word "Brand Ambassador" because it influenced by the social factor of oversight. In the business terminology, the word "Brand Ambassador" has no similar word in Indonesia to state this word clearly. The limitation of the word makes the speaker mix the word with English in order to find the appropriate meaning.

Example 02
[Unique Food Singapore #02 – Time: 09.47]
Ria SW   :   Udangnya pas digigit ***juicy*** banget.
(The prawns are very juicy when you eat it.)

The data above is taken from *Unique Food Singapore #02* at 09.47. Ria SW was about to review the taste of the prawns. The English word which is "juicy" is used in the middle of sentence that is said by the speaker or Ria SW. The meaning of "juicy" in Indonesia is "sesuatu yang mengandung banyak air". In Indonesia, the word "juicy" often uttered by people who work in the culinary field. The word "juicy" has been widely used in the daily activity which is particularly when talking about something to eat and it is related with some kind of foods for common people. In this utterance, the word "juicy" explained that the prawns still fresh so it still has juicy water from the prawn's meat. The speaker used the word "juicy" because it influenced by the social factor of oversight. In the culinary terminology, the word "juicy" has no similar word in Indonesia to state this word clearly. The limitation of the word makes the speaker mix the word with English in order to find the appropriate meaning.

Furthermore, the social factors influenced the use of code mixing also related to the social context, which is participant of the interaction, setting of the interaction, topic of the interaction, and function of the interaction (Holmes and Holmes). Ria SW is a food vlogger that give an information to her viewers. So, the participants belong to Ria SW and her viewers. Because of her viewers are from various region, so sometime she needs to give clear review with English word to make all her viewers understand what she talks about. Then, sometime Ria SW recorded her video in aboard such as Taiwan, Singapore, and Bali as a setting of an interaction. The setting place is a tourism area that often visited by local and international tourist. Because of that, the place there used an English direction to inform the tourist. Such as for the road sign, name of place, the menu in restaurant, etc. So, it makes her unintentionally mix the language with English to review or explain what she talked about. Furthermore, the topic also influences the use of code mixing. Because of Ria SW is a food vlogger, so she needs to speak or explain related to the culinary terminology. Some of the culinary terminology is hard to explain with Indonesian word, so she explained it with English word. The

function of interaction in Ria SW Youtube Channel is for giving an honest review about culinary, a place, and also for giving tips for the viewers when they interest to her recommendation.

The similarity between this study and the third previous study is that the most social factors used in Ria SW Youtube Channel is low frequency words. In this study also in the third previous study, low frequency words occurred because it explained the easiest words that can be clearly understand by the audiences (Weinreich and Martinet). In the third previous study which is about Aplaus Magazine, the magazine is published to provide information to the public in Indonesia. Therefore, Aplaus Magazine uses a mix of Indonesian and English languages so that readers can understand the meaning more clearly. While in this study, which is about Ria SW Youtube Channel, Ria SW's viewers is from various regions in Indonesia and even from neighboring countries such as Malaysia. So, Ria SW also demanded to explain her utterances in the easiest language to understand, one of which was to mix Indonesian with English. The differences between this study and all the previous study is this study also explained about the social context to enhance the analysis of social factors of code mixing. The social context refers to participant of the interaction, setting of the interaction, topic of the interaction, and function of the interaction (Holmes and Holmes). Participant of the interaction can influence the choice of words and intonation of voice used by the speaker. Setting of the interaction affects the social and cultural understanding of words heard by the people. Topic of the interaction affects the variant of code that only understood by certain people. Function of interaction can influence the goal depend on the topic what they talking about.

The relation between the dominant type of code mixing in Ria SW Youtube Channel which is intra-sentential code mixing and the dominant social factor of code mixing which is low frequency words is speakers can sometimes more easily interpret certain words or phrases using a foreign language faster than native speakers. This can be seen in the phenomenon where people are unable to remember and produce a word or information that they know (Heredia and Altarriba). Speakers who are bilingual are more flexible by mixing in auxiliary points when explaining vocabulary that is widely used today. Bilingual people need to use code mixing to keep the communication process uninterrupted so that it will not lead to inaccurate perceptions. The choice of language mix used in low frequency words is usually often used in daily activities so that it can better explain the ideas and intentions of what is being discussed (Meliani et al.). The development of language in society can increase the occurrence of code-mixing phenomena. Speakers usually use code mixing more when speaking informally than when speaking formally. This is because when speaking informally, there is no need to pay attention to grammatical rules because what you want to convey is more focused on the meaning of the sentence. Therefore, the phenomenon of code mixing is also often found on social media, one of which is Youtube. Someone who uses code mixing the most in Youtube media is someone who has content or is a Youtuber. Youtubers mix their language using a language that is easier to understand in communicating to equalize differences in cross-cultural language because of the wide audience who watch the video (Meliani et al.). Similarly, bilingual people mix their language with English in order to make a point can matter without the need to explain additional information.

4. CONCLUSION

After analyzing and getting the result, the writer found there are several types of code mixing in Ria SW Youtube Channel and social factors influence the use of code mixing on Ria SW YouTube channel. The writer found that there are 176 data that contain code mixing.

Based on the result, there are three types of code mixing found in the data which are 132 data of intra-sentential code mixing, 30 data of intra-lexical code mixing, and 14 data of involving a change of pronunciation. By looking at the number of the data, intra-sentential code mixing is the dominant occurrence of code mixing. It happens because from the data, the speaker in the videos inserts English words in the first, middle, or in the end of the sentences. The speaker may use a term from another language to convey a notion or describe an object that hard to explain in the native language (Holmes and Holmes). The speaker may not understand the terms in Indonesian, but understand them in English, and thus, code-mixing occurs. This is often referred to the lack of register (David).

In finding the social factors influence the use of code mixing in Ria SW Youtube Channel, there are 2 forms of social factors influence the used of code mixing, which are internal factors that consist of low frequency words, pernicious homonym, and synonym then external factors that consist of the development knowledge and new culture, social value, and oversight. In internal factors, the writer found there are 138 data of low frequency words, 6 data of pernicious homonym, and 8 data of synonym. In external factors, the writer found there are 3 data of social value and 21 data of oversight. Therefore, the dominant social factor influenced the use of code mixing in Ria SW Youtube Channel is low frequency words. It can happen because some term or word in their native language is rarely used by the speaker and rarely hear by the

audience, so she tends to replace it with English language which is more common for herself and also for the audience.

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