

A DESCRIPTIVE STUDY OF CODE-MIXING ON DEDDY CORBUZIER'S PODCAST CHANNEL

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ABSTRACT

This research identified types and levels of code-mixing and the most dominant ones in *Deddy Corbuzier's Podcast Channel*. To do so, a descriptive qualitative method was employed by downloading podcast video from YouTube, writing down the script, and classifying both the types and levels of code-mixing in utterances of the dialogue between Deddy and his son, Azka. Having been collected and selected the data, the researcher started to analyze them by using Muskyen and Suwito's qualitative data analysis method consisting of three steps, namely data reduction, data display, and verification and conclusion drawing. The results showed that in *Deddy Corbuzier's Podcast Channel* there were 77 utterances of code-mixing. They are 77 data of types of code-mixing and 90 data of levels of code-mixing. The dominant type of code mixing is "Alternation". While the dominant levels of code-mixing is "Clause". The researcher found that there are types of code-mixing, they are 23 data of insertion, 33 data of alternation, and 21 data of congruent lexicalization. Then, the researcher found that levels of code-mixing, there are 30 data of word, 20 data of phrase, 1 data of repetition, 1 data of baster, 38 data of clause, and no idioms levels. Based on the result, it was concluded that all types and levels of code-mixing were found in *Deddy Corbuzier's Podcast Channel*.

Keywords: *Code; Code-Mixing; Deddy Corbuzier's Podcast Channel*

A. Introduction

Communication is the process of delivering messages from the communicator to the recipient or communicant. In this process there are component, concepts, processes, and goals that must be understood. Communication is who says what, in which channel, to whom, and with what effect (Veenstra, 2015). Communication is the process of delivering a message by one person to another to inform or to change attitudes, opinions, behavior, either directly or indirectly through the media (Efendy, 2002). In short, communication is the most important part for human life in interacting in everyday life.

Commonly, people communicate with more than one language. Several Indonesian people master Indonesian language as their national language and regional

language as their mother tongue, and even some Indonesian people master foreign languages. Therefore, in the interaction process it will be found that speakers use more than one language which is called bilingualism. Mixing of two languages usually also occurs because of the demands of various situations faced by the parties involved in the communication event (Yule, 2006). It is clear that language and society are inextricably linked and cannot be separated. It also influences on how people think and speak. Moreover, Language in society can produce various kinds of language events, such as code-mixing phenomena. Code-Mixing is mixing two codes or languages without changing the topic. Wardaugh (2006) explained that code-mixing can occur in sentences, phrases or words. Code-mixing occurs when both languages are used in a conversation and the speaker switches from one language to another one within a single sentence. It means that the conversation just change from the component in their utterance. Mixing more than one language can be called a common phenomenon and code-mixing is a phenomenon from bilingualism in human society.

Code-mixing phenomenon has attracted the attentions of the researchers who tried to figure out the causes. The phenomenon of code-mixing has become a society trend or way of speaking, particularly among youngsters since it sounds more prestigious. It may be found on Youtube like Deddy Corbuzier's "#CloseTheDoor" podcast channel. Deddy often mixes the languages on his utterance among Indonesian and English languages. He also conveys some motivations or clarification which can attract viewers of his videos. Hence, this show is entertaining yet educational. In communicating or delivering information, Deddy uses a different language with different person because he matches the speech style based on the context and topic.

This often-to-occur code-mixing phenomenon in Deddy Corbuzier's podcast channel and the fact that he got best recognition as the "Father of Youtube" by Indonesian Netizen (Aditiya, 2020) arose the researcher's curiosity in the what and the how code-mixing used in the channel. It turns out then into two research problems which are examined by implementing a qualitative research design. The first problem is about the most dominant code-mixing types, and the second one is about the most dominant code-mixing level used in *the channel*. The results are beneficial for the

readers to learn a lot about how code-mixing works. They can be references to other future researcher with different focus (es) as well.

Sociolinguistics is the study of the relationship between language and society. According to Hudson (as cited in Faizin, 2015), Sociolinguistics is the study of language in relation to society, while Sociology of language is the study of society in relation to their language. It means, Sociolinguistics studies language and society to find out how many types of language there are. Sociolinguistics is concerned with the relationship between language and the context in which it is used. everyone uses language to ask and give information to others. or they use it to express anger and annoyance, as well as admiration and respect. Often one utterance will simultaneously convey information and express feelings. The relationship between language and social context is what they are sometimes easiest to see when different languages are involved. The first focuses on the bilingual speech community and describes some of the ways in which social considerations influence language choice. The second focuses on the changing context of language use and the impact on the social language in which it is used and its functions. Sociolinguistics is a branch of linguistics which studies all aspects of the relationship between language and society (Windianto, 2019). Sociolinguistics is concerned with investigating the relationship between language and society with the goal of better understanding of the structure of language and how language functions in communication (Wardaugh, 2006). It means that language and society cannot be separated.

Code refers to a variety of languages. Someone who masters more than one language will use his or her capability to combine one language with another when having conversation with others. Code is a speech system which language elements applied that has the characteristics appropriate to the background of the speaker, and speaker's relation with addressee in the speech situation (Yuliana et al., 2015). They usually select a particular code or variety in discussing a particular topic to make them easier in communication. The particular dialect or language one chooses to use in any occasion, a system used for communication between two or more parties (Wardaugh, 2006). People are usually forced to select a particular code when they choose to speak, and they may decide to switch from one code to another or to do code-mixing. In

communication, a code is a rule for converting a piece of information.

There are two kinds of code; namely code-switching and code-mixing. They both occur in multilingual society using two or more languages. Meanwhile, the distinction among code-switching and code-mixing is code-mixing appears when speakers mix or insert foreign words (other codes) in the dominant language used. While, code-switching is changing the language used to another code, such as the other person, the speaker themselves, or the presence of third speaker.

Then, it can be concluded that code is a variety of language that occurs in multilingual or bilingual society. It is a code for doing communication and as a rule for converting a piece of information. The people decide to continue the conversation, when the addressee understands what the speaker's code. There are two kinds of code. They are code-switching and code-mixing.

Code-switching is an essential characteristic of bilingualism that is used to enhance a communication. Code-switching appears because the ability of someone who can use more than one languages in the conversation of his or her in daily life. There were many linguists state the definition of code-switching. Code-switching occurs when a bilingual applies two or more languages during the interaction or communication (Yuliana et al., 2015). While, Hymes (1974) argues that code-switching is involving the alternate use of two languages or linguistics varieties within the same utterance or during the same conversation. In addition, Wardaugh (2006) defined that there are two kinds of code-switching: situational code-switching and metaphorical code-switching. Situational code-switching means the change of the language depends on the situation of the speakers and the topic change doesn't involve. Metaphorical code-switching means that people change the language to reformulate the situation such as from formal to informal, from serious to humorous, official to personal, and also from politeness to solidarity.

Code-mixing, as it has been previously stated, is a phenomenon that often occurs in bilingual or multilingual society. It is usually used in society especially in daily life because in society there are so many languages that can be used such as Javanese, Batakese, Indonesia, English, etc. Most of people in the society mix their languages by inserted a pieces of second language or foreign languages in their daily

communication. Code-mixing occur when conversants mix both languages together to extend that they change from one language to another in the course of a single sentence (Wardhaugh, 2006). Code-mixing is switching of language components in a phrase or utterance (Windiyanto, 2019). It means that code-mixing occurs when there is a change of language features from one language to another in a sentence. Code-mixing is natural in communication as there is a natural need or interdependence among bilinguals or multi-linguals.

There are three types of code mixing (Muysken 2000), namely insertion, alternation, and congruent lexicalization. Insertion is the type of code mixing which insert a word in the conversation both oral and written. Commonly, people are using code mixing with this type because they do not know the meaning of the word in their national language so that why they mix it with foreign language. Alternation occurs between clauses meaning that alternation is used when speaker mixes their language with a phrase. Congruent lexicalization is the influence of dialect within language use. It means when the speaker speaks, the words which come out from his or her mouth it is like foreign language. Furthermore, according to Suwito (as cited in Astuti, 2017, p.26-28), there are six levels of code-mixing, namely word, phrase, baster, repetition word, idiom, and clause levels.

Deodatus Andreas Deddy Cahyadi Sunjoyo or well-known as Deddy Corbuzier was born in Jakarta in December 28, 1976. He is a mentalist and popular magician in Indonesia or the king of magic art in Indonesia in 1999-2015. He also received a Ph.D as Doctor in the Art of Magic from America and he has a son named Azkanio Nikola Corbuzier, from his wife named Kalina Oktarani (2005-2013). Reporting from the Tribunews 10 November 2018, Deddy is called "Father of Youtube" by Indonesian Netizen because his Podcast Channel content on Youtube Platform contain motivational and interesting information. For the first time, Deddy Corbuzier uploaded a video to youtube January 09, 2013 entitled "trailer of the mentalist draft" when he was a mentalist and at that time he had not made a podcast video content. Deddy's Corbuzier Podcast Channel is an Indonesian best content on Youtube Platform. Deddy became the first Influencer who brings Podcast concept on Youtube platform in Indonesia.

B. Research Method

Research Design

The researchers use qualitative research design since they are interested to investigate the process, meaning and understanding gained through the words or pictures (Creswell, 2009). This study uses this method because it attempts to describe the code-mixing phenomena found in the Podcast on YouTube Platform. The researchers' focus is on the utterances of code mixing used by Deddy Corbuzier as a speaker in Deddy Corbuzier Podcast Channel on YouTube Platform. This study provides descriptive research conclusions.

Data Source

The data which are code-mixing taken from utterances found in Deddy Corbuzier's selected videos of Podcast Channel with a duration of 33 minutes 22 seconds entitled "PAPA MENINGGAL, AZKA IKUT PAPA, I LOVE YOU MORE THAN YOU KNOW." This channel gained more than 392.000 (three hundred ninety two thousand) viewers the audience of which was mainly teenager and adult. As usual, Deddy often switched languages from English to Indonesian and vice versa as his character and style when speaking or explaining about something.

Data Collection Method

The researchers use note taking instrument because it needs to give attention to every utterance in the video and gives notes to every part that contain code-mixing (Siswanto, 2019). Documentation, often known as note taking, is a process of gathering data necessary by utilizing note cards to write down the data resulted from the data source from either oral or written presentation.

Data Analysis Method

Data analysis is the process of systematically searching and arranging the interview transcripts, field notes, and other materials that can be accumulated to increase people understanding and to present what the researcher has discovered to others. There are three steps that must be done in doing so. Those are reduction of the data, display the data, and conclusion drawing/verification.

a. Data Reduction

Reduction of data is the beginning step which has to do in analyzing the data. Reduction refers to resume the data, choosing main things, focusing on the important things, look for the theme (Sugiyono, 2013). Therefore, data that are reduced will give clearer drawing and make the researchers easier to collect the next data. The researchers watch and note down the script. Then, they make classification based on the types and levels of code- mixing.

b. Data Display

Data can be presented in qualitative research in the form of brief descriptions, charts, correlations between categories, flowcharts, and other visual elements. In qualitative research, narrative language is the most common way to present data. Based on the explanation above, the researcher presented data using a table of code-mixing analysis to explain the study's results.

C. Verification and Conclusion Drawing

Verification refers to the process which is able to answer research questions and research objectives. In this step, the researcher arranges and analyzes all the data that have been collected based on the types and levels of code mixing. Conclusions in qualitative researches are new findings that have never before existed. The findings can be in the form of a description or description of an object that was previously still vague and unclear so that after being examined it became clear.

C. Research Finding and Discussion

Based on the analysis by Muysken's theory, it was found 77 data of code-mixing which can be classified into three types. There are 23 data types of insertion such as "So, kan papa gak akan mati", "kalaupun kita berusaha untuk escape ya gak mungkin", "Dan quiz nya bilang papa gak akan mati" etc .Then, there are 33 data types of alternation such as "Thanks to god and you karna kamu bener nolong papa", " you're inspirational dan banyak hal yang aku lakukan karna papa", "of course kadang kadang gak bergitu cara orang tua ngajar semua nya beda beda", etc. Next, there are 21 data types of congruent lexicalization such as "Waktu kamu upload di gym, ingat gak ?", "Hal hal yang our soldier lakukan it's amazing ", "di film bisa kayak I don't know", etc.

The dominant type of code-mixing is alternation with a total of 33 utterances. Then, it was followed by insertion of code-mixing with a total of 23 utterances. At last, there is congruent lexicalization with a total 21 utterances.

The analysis by using theory of Suwito resulted in 90 data levels of code-mixing that is divided into five levels. There are 30 data of word levels *for examples film, bigger, game, vitamin, viking*, etc. Then, there are 20 data of phrase levels for examples *serious for you, of course, is dangerous, emergency cases*, etc. Next, there are 38 data of clause levels for examples *well I mean, thanks to god and you, you know*. etc. Then, there is 1 datum of baster level, it is *nge-gym*. The last, there are 1 datum of repetition word levels, it is *Look at this* and no idiom level was founded. The dominant level of code-mixing is clause level followed by word, phrase, repetition word, and baster levels.

The researcher found 77 code-mixing types used in Deddy Corbuzier's Podcast Channel on episode "Papa Meninggal, Azka Ikut Papa. I Love You More Than You Know" with 23 data of insertion, 33 data of alternation, and 21 data of congruent lexicalization. Then, there were 90 data of code-mixing levels such as, 30 data of word level, 20 data of phrase level, 1 data of repetition level, 1 data of baster level, 38 data of clause level, and no idioms levels. The code-mixing influenced the meaning of the content and the understanding of the YouTube viewers. The type of code-mixing that dominantly used in the Deddy Corbuzier's Podcast Channel is alternation types while the dominant level is clause.

Alternation type of code-mixing occurs when a speaker mixes his/her language in one sentence. This type is the one mostly used in Deddy's Podcast Channel probably because this is the easiest way of making code-mixing rather than the other types of code mixing: insertion and congruent lexicalization. Insertion occurs when a speaker insert one word into his/her utterances. This is likely not-too-often-to-occur since human brain thinks in patterns. It is more difficult to comprehend words meaning when they occur individually rather than in longer construction such as phrases. Congruent lexicalization occurs in the situation where two languages share grammatical structures, which can be filled lexically with elements from either language. This is truly a rare situation that rarely happens.

The reasoning why clause became the most dominant level used in Deddy's Channel is because its construction is longer than word and phrase which then influences in meaning production in human brain.

D. Conclusion.

Deddy Corbuzier's Podcast Channel on episode "Papa Meninggal, Azka Ikut Papa. I Love You More Than You Know" mostly used alternation types of code-mixing and clause level of code-mixing. These choices proved to be very effective and efficient in influencing the production of meaning of the content and the understanding of the YouTube viewers.

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