

CODE MIXING PERFORMED BY NESSIE JUDGE AS CONTENT CREATOR

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Abstrak

Konten YouTube menjadi sangat penting bagi pembuat konten. Sebagian besar pembuat konten cenderung untuk menggabungkan dua bahasa dalam ucapan mereka yang mencampur fenomena bahasa di YouTube. Tujuan dari penelitian ini adalah untuk mencari tahu fungsi dan alasan untuk menggabungkan bahasa dalam ucapan Nessie Judge serta mengkategorikannya dalam pencampuran kode dari saluran video YouTube-nya. Penelitian ini menerapkan teori dari Marasigan (1983) dan Hoffmann (1991) dalam menganalisis data. Penelitian ini menggunakan metode deskriptif kualitatif. Dalam memperoleh analisis data, ada tiga langkah: (1) proses mengidentifikasi dan mengurangi data yang memiliki pencampuran kode, (2) proses menganalisis data, (3) proses verifikasi analisis. Hasil penelitian menunjukkan bahwa ada 6 fungsi dan 7 alasan pencampuran kode dalam penelitian ini. Ada juga ditemukan 4 bentuk dasar untuk fungsi dan alasan yang digunakan oleh Hakim Nessie yaitu penyisipan kata, frasa, klausa, dan hibrida. Fungsinya adalah sebagai berikut: fasilitas ekspresi, personalisasi dan obyektifikasi, pengulangan, interupsi, kualifikasi pesan, dan spesifikasi penerima. Selain itu, alasan digunakan untuk berbicara tentang topik tertentu, bersikap tegas tentang sesuatu, pengulangan klarifikasi, kebutuhan leksikal, mengekspresikan identitas kelompok, interjeksi, dan niat mengklarifikasi konten pidato untuk lawan bicara.

Kata Kunci: campur kode, konten YouTube, konten kreator.

Abstract

YouTube content becomes an essential for the content creator. Most of content creator tends to combine two languages in their utterances which is mixing languages phenomenon on YouTube. The purposes of the research are trying to figure out the functions and reasons for mixing languages in Nessie Judge's utterances as well as categorizing in code mixing from her YouTube videos channel. This research applies theories from Marasigan (1983) and Hoffmann (1991) in analyzing the data. This research uses descriptive qualitative method. In gaining the data analysis, there are three steps: (1) process of identifying and reducing data that have code mixing, (2) process of analyzing the data, (3) the process of verifying the analysis. The results show that there are 6 functions and 7 reasons of code mixing in this research. There are also found 4 forms of function and reason that are used by Nessie Judge namely the insertion of word, phrase, clause, and hybrid. The functions are as follows: the facility of expression, personalization and objectivization, repetition, interjection, message qualification, and addressee specification. Moreover, the reasons are used for talking about the particular topic, being emphatic about something, repetition of clarification, lexical need, expressing group identity, interjection, and the intention of clarifying the speech content for the interlocutor.

Keywords: code mixing, YouTube content, content creator.

INTRODUCTION

Nowadays, social media is a medium to share information in digital communication life. Social media refers to connecting with others to share content on a broadcast channel as stated by Tufts University (2013). However, the world of social media is growing bigger and powerful because content attracts a lot of interaction among people into trending where they could share, create, and change information. Virtual communication

networking around us, such as Facebook, Twitter, and YouTube.

Plenty of young people in this era uses YouTube as a platform to gain information. YouTube is a straightforward social media for the user. It offers easy to upload, publish, and watch videos/content. The video content may represent visual and voice, so young people free to create content like spoken and written on YouTube. Most, young people (speaker) are able to speak two languages that speak in a language to the rest of

another language that usually found in informal interaction. According to Marasigan (1983), she states that the appearance of foreign language (English) in the structure of the mother language (Indonesian) can be caused by the limited choice of word in the mother language, or in the original language does not exist. Thus, You Tuber and content creator execute their content to expressing their idea through their utterance, but does not reflect the grammars of both languages.

You Tubers, also known as a content creator that sharing a video must be creative to create their content. Based on Titro.id, the most popular content data on Indonesian in You Tubers is a Vlog or video blogging. According to Boeck (2015) Vlog that has monologue typically, turns do not need to be negotiated. During the interaction, the content creators must explain the topic that they have and communicate it correctly. Therefore, Vlog creator tend to focuses on creating the content to be as exciting as possible.

An interesting phenomenon occurs on Nessie Judge, Indonesian You Tubers, and content creator. She studied for a few months in Europe which made her fluent in English. She started to vlog on July 20th of 2013 in her official YouTube channel, Nessie Judge. On May 25th, 2018, she had more than 1 million subscribers, with more than 100 million accumulated views. The video contents on Nessie Judge Channel consist of Nerror (Nessie Horror), Vlog series, Conspiracy theory, Funny content review, Question and answer, and Sharing tips. Mostly, in her utterances, she is using terms that included in a linguistic phenomenon called code mixing. Nessie is a bilingual person because she is able to speak two languages. Therefore, Nessie has borrowed words and phrases of both languages. That utterance contains some aware English (second language) terms, combined with Indonesian (main language) sentences, which means one sentence contains two languages. Hence, Nessie's chosen term is used in informal interaction that essential to express her thoughts and expression through the video or content.

The existence of code mixing also coincides with the existence of bilingualism. In addition, some sociolinguists discover a space in order to differentiate between both phenomena. Code switching is concerned with specific pragmatic effects while code mixing is associated with a situation of several languages without such pragmatic effects (Perry et al., 1979). As stated by Wardhaugh & Yallop (2006). Code mixing could occur from individual options or be used as a significant personality marker for the speakers who must deal with more than one language in their everyday activity. Thus, the people who use code mixing or combine their languages want to communicate with each other as well.

This research attempts to discover the mixing language phenomenon used by Nessie's utterances based on her interaction in some of her videos. Therefore, this research tries to reveal: 1) what are the function of code mixing used by Nessie Judge's video? 2) What are the reason for Nessie to mixes her utterances? In order to answer the two problems above, this research used several theories as parameters to analyze the data of the use of mixing language in content creator.

To answer two problems above, this research below shows some aspects of theories as parameters to investigate the information of the result, to answer the problem of functions of code mixing applied by Marasigan (1983). She stated that there are seven functions of code mixing, they are quotation, message qualification, address specification, repetition, interjection, personalization & objectivization, and facility of expression. Then, to answer the problem for the reason for mixing language applied by Hoffmann (1991) there are ten reasons to mix their languages: talking about the particular topic, quoting somebody else, being emphatic about something, repetition of clarification, lexical need, expressing group identity, interjection (sentence connectors), repetition of clarification, intention of clarifying the speech content for the interlocutor, expressing group identity, softening or strengthening request or command, real lexical need, and excluding other people.

The scope of this research is to analyze the function and reason of code mixing, which is automatically become the foundation by the form that basic of the code mixing features. The limitation of this research is the limited number of videos or data, which in this case, researcher has only used three videos from Nessie Judge's YouTube channel.

METHOD

This research applied qualitative research because the data was utterances, which are word and phrase. This descriptive qualitative research used three different content videos. The subject of this research was Nessie Judge. The language used in the three video contents are mainly Indonesian and English. This research focused on her mixing utterances, between her mother tongue Indonesian and second language English that were uploaded on Nessie Judge YouTube channel.

Based on Nessie Judge YouTube channel, the most popular content of her videos are #Nerror, tips, and Vlog. The most popular content of her videos are first, Nerror the title was "JANGAN main TALKING ANGELA jam 3 PAGI!!", then technical tips the title was "Cara GAMPANG LANCAR Bahasa Inggris", and the

last, Vlog popular the title was “TINGGAL DI PERANCIS, GIMANA RASANYA?.” The three video contents were included as the most popular content on her YouTube channel because the viewers of the content have reached more than 1,600 million viewers.

This research used documentation technique to collect the data. The first step is to collect video data based on which video are the most popular in her YouTube channel which contains the mixing language. Then, the researcher saved the videos to listen on her utterances clearly. After that, all of Nessie’s utterances including words and phrases which contain code mixing were transcribed.

The data analysis technique was done in three steps: 1. Data reduction - the process of identifying and reduce data that have code mixing; 2. Data display – the process of analyzing the data; 3. Conclusion drawing - the process of verifying the analysis, which then further proved with the theories so conclusion can be drawn.

FINDINGS AND DISCUSSION

Findings

The purposes of the research are to find out the functions of code mixing and reasons of code mixing in Nessie Judge’s utterances appeared in her YouTube videos. The process of inserting code to be the foundation to analyze the data of this finding. The basic forms are necessary when the Nessie Judge wants to make interaction in certain conditions. Hence, this finding approves the claim of the previous studies that most of those criteria appear on the subject as the phenomenon of a sociolinguistic feature. Therefore, as described by the purposes of this research, the findings are described in turns below.

Functions of Code Mixing Used by Nessie Judge

Several functions occur in the mixing languages on Nessie Judge’s video contents. In the data which the researcher has collected, there are 6 functions in Nessie’s utterances which fit the criteria by the theory above on page 2 excluding that the quotation did not appear. Some of the terms included in this feature are:

- **Message qualification**

It occurs when the speaker refers to the concept of time. In this case, this function instead expressing the moment during the interaction. Thus, the speaker mixing the languages consist of qualifying constructions such as word and phrase (verb, noun, and complement).

“*Aku dapat itu like on the daily setiap hari ku dapat komen gimana acaranya aku bisa belajar bahasa Inggris.*” (Datum 1)

- “I receive it like on the daily every day I get comment on how to I learn English.”

These terms contain qualifying construction that is an insertion of word. In the term “on the daily” as the insertion of phrase refers to Nessie who tries time expression of using in English, and also describes more of the impression using Indonesian in one specific qualification. Therefore, this function is also intended to raise the specific message which is going to be put forward at that moment.

- **Interjection**

It occurs when the speaker conveys feeling and emotion. The speaker insertion the term before or after the utterance mixing the languages. Therefore, an interjection is used to express the speaker’s performance and also behaviour during interaction.

“*Pohon-pohonnya cantik banget. Look at that!*” (Datum 2)

- “The trees are really beautiful. Look at that!”
- “*Hermes ada disini bener-bener took pertama di sini, how’s crazy is that!*” (Datum 3)
- “Hermes is the very first store here, how crazy is that.”

These terms represents the form of code mixing that is the insertion of phrase. First phrase indicates that the choice of the English interjections. This interjections conveys the speaker’s strong feelings and emotions. In addition, her interaction has interjection function which gives language expression that Nessie appreciates or enjoys to the beauty of nature in spring day. Second phrase is being emphatic about something. In this case, the phrase shows the speaker’s excitement at that moment.

- **Repetition**

The speaker wants to clarify what she said to the listener. In this case, the speaker clarifies by using both languages that she used in one utterance on a sentence. Mostly, a message in one code is repeated into the other code literally. Thus, the speaker can use both of the languages (codes) that they masters to speak the same message so the content could be understood better by the listener.

“*Completely free, gratis buat semua murid Audencia.*” (Datum 4)

- “Completely free, it’s free for all Audencia student.”
- “*Yang bernama 3am challenge, dimana banyak orang yang mencoba Aplikasi pas pada jam 3 pagi.*” (Datum 5)

- "It's called the 3am challenge, where a lot of people try this application at 3am."

These terms of Nessie Judge's utterances include as a form, the insertion of phrase. It is because the use of this utterance in English and explain more in Indonesia. She repeated the utterances in other languages, either literally or in modified form. Nessie repeated her phrases for the viewers, so they could understand her points or her utterances better. Therefore, Nessie wants to clarify through her utterance based on her experiences that were credible to the viewers.

• Addressee Specification

It occurs when the speaker conveys the message for the listener. In this case, English terms which are inserted and described more into the Indonesian utterance will not change the structure of the Indonesian sentence. It does not change the message of the utterance, although the term used a different language.

"Talking to yourself atau berbicara dengan diri kalian sendiri itu mempermudah dan membiasakan kalian untuk berbicara dengan orang lain" (Datum 6)

- "Talking to yourself it eases and accustom you to talk with others."

In Nessie's video contents, the researcher discover the insertion of phrase which provides a conceptual part. She is mixing the phrases to the Indonesian language because she wants to express her idea to her viewers. Nessie shows the point can be seen "yourself" to give a message specification for the viewer or the interlocutor. She interacts with her viewer which the specification of the addressee in her content during a monologue conversation. Therefore, Nessie is aware that she is interacting using the utterance, and she also distinguishes that either language manners may be more than a matter of individual preference.

• Personalization and Objectivization

It occurs when the speaker reflects her personal opinion and give it to the object, which is the content. The utterance reflects a personal opinion, feeling, and also knowledge.

"Welcome back to nerror kali ini aku akan bahas sesuatu yang super-super requested." (Datum 7)

- "Welcome back to nerror this time I will discuss something super requested."

"It's my technical tips, itu tips-tips teknik aku belajar bahasa Inggris." (Datum 8)

- "It's my technical tips, these are my technical tips to learn English."

"Terlalu gampang di bodoh-bodohin, and please we need to be smart." (Datum 9)

- "It's too easy to be fooled, and please we need to be smart."

The first is insertion of a phrase and provides a conceptual unit. Nessie used the statement in English because she wants to express her personal opinion, she was also revealing her involvement before she mixes Indonesian words or phrases to show factual content. Thus, the concerning presents as personal speaker's opinion, and the *Nerror* indicates to the object which is the knowledge of video content. The second is the insertion of the clause. It refers to Nessie introduces her topic using two languages, English, and also describes more which the idea using Indonesian in a statement reflects personal opinion. The third is the insertion of phrase. It refers to express a concept of her content. Therefore, she also clarifies her subjective personal opinion in her content video.

• Facility of expression

It occurs when the speaker experiences difficulty in finding the right word during the interaction, a code of the subject's lack of familiarity with the speaker's style. Thus, it is possible that the speaker will change the use of the facility of the expression to conveying the term.

"Semoga kalian enjoy video-nya maaf kalau misalkan membosankan atau terlalu panjang." (Datum 10)

- "Hope you enjoy this video, sorry if it's boring or too long."

"Subscribe ke channel, ini juga nyalain notification-nya biar kalian dikasih tau kalau misalka naku upload." (Datum 11)

- "Subscribe this channel, also turn on the notification so you know if I have uploaded."

Nessie Judge's utterance includes the insertion of the word and hybrid. This term used on Nessie's utterances in English with Indonesian combination. This forms of word and hybrid have a similar function which represents expression. By mixing the terms into her utterances, her content would be easier to understand by her viewers.

Reasons of Code Mixing Used by Nessie Judge

The code mixing in Nessie Judge's video contents happens for some reason. The researcher has found 7 reasons on Nessie's video contents out of the 10

reasons which fit the criteria according to the theory above on page 2 excluding that quoting somebody else, softening or strengthening request or command, and excluding other people did not appear. The findings are described in turns below:

The first reason is talking about a particular topic. The particular topic represents a particular content which the speaker has a specific theme in her videos. Nessie is using her experiences and conduct a research to prove the validity of her content on her YouTube channel. In the previous part in datum 1, this word refers to a concept of time during the tips content. It belongs to talking about a particular topic because she pronounced a specific moment at that time that is learn together. Thus, she uses the word insertion to refer the topic using mixing in other languages. The next datum is datum 8, the content is sharing tips. She uses clause above because it is easier to remember. It belongs to talking about a particular topic because the video has a specific theme. The theme is how to speak English fluently on her video content. Thus, she uses clause insertion to refer the topic in English. The terms have a special case, whereas Nessie wants to share the topic on her content. Thus, the researcher concludes that she was comfortable speaking a specific topic in other languages.

The second reason is being emphatic about something. In this case, datum 3 is a phrase that shows the speaker's excitement at that moment. Then datum 9 is express a concept of her content. Therefore, she also clarifies her feeling by the way she shows the condition in the content.

The third reason is interjection. The interjection represents the content. This reason means the speaker wants to convey a strong emotion to the listener. In the previous part in datum 2, it belongs to the speaker's strong emotion at that moment. The insertion must be relatable to the sentence before. The speaker was inserting the statement which is already explained before expressing her excitement.

The fourth reason is the repetition used clarification. The repetition represents to clarify the content. There is three data which represents repetitions for clarification in her content. In datum 4 is repeat to emphasis the phrase in different languages. Then datum 5 is reiterate also to emphasize the word in different languages to her viewers. Thus, repetition is used to emphasize the utterance.

The fifth reason is the intention of clarifying the speech content for the interlocutor. The speaker deals with the explanation of speech content. It refers to the listener or viewer to catch the point based on speaker's utterance. In the previous part datum 6 refers to the viewer to accept Nessie's speech content. The Indonesian

phrases may not be easily understood or perfectly captures what the speaker meant to conveying her utterances.

The sixth reason is expressing a group identity. It means that the speakers have a certain interaction that a particular content that other people will understand when the topic already discussed. In the previous part datum 7 refers to a specific content mystery that the speaker creates and upload on Friday every week. Nessie usually uses this phrase to expression the horror content. Therefore, by choosing this expression Nessie could easily choose or filter stories she told in her videos, where most of them are requested by her viewers, which in this content around her and her audience identity as a horror fans.

Last reason is because of real lexical need. The speaker used the term in English combined with Indonesian because the meaning becomes vague for those term of code mixing if it were translated into Indonesian. Based on the previous part datum 10 and datum 11 where Nessie describe her YouTube channel. She explains the process of giving appreciation and promotion to her video content. The terms of "*enjoy, video-nya, subscribe, notification-nya, and upload*" will be unfit or not suitable if she switch to Indonesian.

The table below is served to depict functions and also reasons of code mixing utterances by Nessie Judge. On the table shown that the use function and reason for code mixing that was the interaction between Nessie to her viewers. Seen in Table 1, the findings shows that the data classification is determined according to the purposes and theories.

Table 1. Functions and Reasons in Nessie Judge's Utterances

No.	Utterances	Forms	Functions	Reasons
1.	" <i>Aku dapat itu like on the daily setiap hari kudapat komen giman acaranya aku bisa belajar bahasa Inggris.</i> "	insertion of phrase	Message qualification	Talking about particular topic
2.	" <i>Pohon-pohonnya cantik banget. Look at that!</i> "	Insertion of phrase	Interjection	Interjection
3.	" <i>Hermes ada disini bener-bener took pertama di sini, how's crazy is that!</i> "	Insertion of phrase	Interjection	Being emphatic about something

4.	<i>"Completely free, gratis buat semua murid Audencia."</i>	Insertion of phrase	Repetition	Repetition used for clarification
5.	<i>"Yang bernama 3am challenge, dimana banyak orang yang mencoba Aplikasi pas pada jam 3 pagi."</i>	Insertion of phrase	Repetition	Repetition used for clarification
6.	<i>"Talking to yourself atau berbicara dengan diri kalian sendiri itu mempermudah dan membiasakan kalian untuk berbicara dengan orang lain"</i>	Insertion of phrase	Addressee specification	The intention of clarifying the speech for the interlocutor
7.	<i>"Welcome back to neror kali ini aku akan bahas sesuatu yang super-super requested."</i>	Insertion of phrase	Personalization and Objectivization	Expressing group identity
8.	<i>"It's my technical tips, itu tips-tips teknik aku belajar bahasa Inggris."</i>	insertion of clause	Personalization and Objectivization	Talking about particular topic
9.	<i>"Terlalu gampang di bodoh-bodohin, and please we need to be smart."</i>	Insertion of phrase	Personalization and Objectivization	Being emphatic about something
10.	<i>"Semoga kalian enjoy video-nya maaf kalau misalkan membosankan atau terlalu panjang"</i>	Insertion of a word, Insertion of hybrid	Facility of expression	Real lexical need
11.	<i>"Subscribe ke channel, ini juga nyalain notification-nya biar kalian dikasih tau kalau misalka naku upload."</i>	Insertion of a word, Insertion of hybrid	Facility of expression	Real lexical need

Mixing languages is the most popular phenomenon that happened on the media platform, YouTube. Then, as well as source the data of this research is YouTube, it is certain that YouTube occurs verbal data which is utterances. The use of code mixing refers to interaction to build a social network between content creators and their viewers.

In this findings reveals that the insertion form are: insertion of word, phrase, clause, and hybrid. The insertion of phrase becomes the dominant form of code mixing. The researcher has found functions that occurs some creative aspect by insertion form which is exist on Nessie's utterances. As stated by Marasigan (1983), there are 7 functions of code mixing. However, in the data which the researcher has collected, there are 6 functions in Nessie's utterances which fit the criteria from 7 functions. The 6 functions are message qualification, interjection, repetition, addressee specification, facility of expression, and personalization & objectivization excluding the quotation did not appear in Nessie Judge's (content creator) utterances.

The first function is accepted fact to the content. Nessie using time expression in English and more Indonesian in one specific qualification, where it to present the time which is temporary thus continuous to refer to temporary situations in that content. Nessie wants to express the present time to emphasize message the content that has something specific. The second function is a strong emotion of the speaker, which gives language expression that Nessie appreciates something. Third function is helps to serve the point. Nessie do not only served to clarify what the speaker said and also to emphasize the message. The fourth function is interacting with individual preference. In addition, role relation reflects opinion of Nessie as a content creator which seems relatable for the speaker's condition that she feels close to her viewers. The fifth function a personal opinion with specific instances. Thus, Nessie gives an utterance that contains factual, specific, and subjective personal to the content. The last function is the mood of the speaker. Mostly, Nessie used her utterances as the facility of expression because the analysis reveals the use of function code mixing was intended as an interaction between Nessie to the viewers. As stated by Marasigan's theory (1983) that there are 7 functions in code mixing, but in this case the researcher has found 6 functions that exists on the Nessie Judge mixing languages phenomenon as content creator. Quotation functions do not exist in her mixing languages because she does not use illustrated a quotation served by the evidence for the authenticity of the message in her utterances. However, there is one part does not exist from 7 functions that do not reduce the creative aspect because 6 functions could be the feature of

Discussion

expressive and supporting her interaction to be a popular content on her YouTube channel.

The researcher also has found 7 reasons out of the 10 reasons based on Hoffmann (1991). They are: talking about a particular topic, being emphatic about something, interjection, repetition used for clarification, the intention of clarifying the speech content for the interlocutor, expressing group identity, and because of real lexical need.

For a reason of code mixing, when Nessie uses language mixing or code mixing that does not mean the message is ambiguous, instead it is an effort to make the message more understandable. Thus, the first reason is talking about a particular topic for introducing a specific case that discusses in her video content. Nessie mixes her mother tongue, Indonesian, and combine it with another language which is English. However, she intends to express what she wants in one sentence without changing the topic that is suitable to convey and experiences in a true situation. The second reason is being emphatic about something. It refers to expressing that happened in the content. Nessie's tend to express or convey her emotion by using another language, different from the one she is currently using. Thus, Nessie wants to represent share her feelings to others. The third reason is interjection. It refers to the addition of emotion at the beginning or end of words in the utterances in video content. Thus, the purpose of an interjection is to acquire attention to the interlocutor or the viewer. Then the fourth reason is repetition used for clarification to the content. This reason means the speaker repeated some information for the listener in order to further clarify her point to increase emphasis or amplify the message. Nessie mixes her language to other languages for the purpose of clarifying her point across. The fifth reason is the intention of clarifying the speech content for the interlocutor to reduce ambiguity. Nessie mixes English to avoid misinterpretation. Thus, the reason belongs to the intention of clarifying the speech content for the interlocutor, whereas she tries to give a better explanation to her viewers by using another language. The sixth reason is expressing group identity. It refers to the interaction style between the speakers to her viewers. As stated by Hoffmann (1991) theory that social factors such as expressing the group identity could also influence the society in Indonesia to use English rather than using Indonesian. Therefore, by choosing the term Nessie could easily explain her expression which is in this case built between her and her audience identity. The last reason is real lexical need. This reason is the common terms that have a lack of equivalent lexicon word with appropriate meaning on the content in other languages. Thus, Nessie

changes the term to fit and express in the more appropriate meaning because of the real lexical need.

However, there are 10 reasons as mentioned by Hoffmann's theory but this research find out seven reasons that common because Nessie shows her expressions in her utterance which 7 parts are sufficient to create good content. Nessie's language skill can be seen from how she used mixing languages as the way she communicates in her video contents. Thus, Nessie Judge as content creator has a different skill language background with other speakers, hence why not all 10 reasons in the data collected. Therefore, this phenomenon of mixing languages is common for speakers when they are interacting in the informal situation because it occurs in a natural social life like content creator on YouTube.

According to the previous study, as discussed by Sofiatun (2019) the dominant form in social media (Instagram) is the word insertion. Her study reveals that code mixing on Instagram has different finding whereas the dominant type is the insertion of a word but this research on YouTube is insertion of phrase becomes the dominant form of code mixing. Maghfiroh (2018) has conducted a study using the same source of data, YouTube. However, she only focuses on Vlogs as her data, and instead of code mixing, she uses code-switching to analyse the data she has collected; thus, differentiate her findings and purpose with this research. Last, Handayani (2019) study consider that the dominant reason to influence code mixing is talking about a particular topic. In this case, because of lexical need to be higher term. There is same applied theories from Hoffmann (1991) but different fields, which is the purposes and subject data. Based on three analyses above and this research, the phenomenon code mixing found has come by the basic form which is inserting of word or phrase. Therefore, adding word or phrase becomes the simplest form of code mixing where speaker switches the term of the sentence or utterance without changing the structure. The speaker then used code mixing to communicate about what they want to express in their interaction, feeling and emotion so, the speaker uses another language to express it in two languages without changing the topic.

CONCLUSION AND SUGGESTION

Conclusion

There are several conclusions that can be drawn from the finding and discussion of this research. First, the conclusion is related to the function of code mixing in Nessie Judge's video contents. There are 6 of code mixing found in the video, message qualification, interjection, repetition, addressee specification, personalization and

objectivization, and facility of expression. The English terms which are inserted into the Indonesian utterance does not change the structure of the Indonesian sentence. In addition, the function of mixing languages phenomenon occurs in basic form such as insertion of word, insertion of phrase, insertion of clause, and insertion of hybrid. It occurs when Nessie inserts grammatical structures when the terms are different from other languages. Its function makes it clearer, more common, and to be understood for the viewers.

The second conclusion that can be drawn is the reason behind Nessie Judge's use of code mixing. The 7 reasons for code mixing can be found in mix her languages. These reasons for code mixing is found in the form of transcription data. First of all, talking about a particular content. Nessie Judge used mixes of languages because it is easy to remember the term and also easy to further elaborate her content to the viewer. The second reason is being emphatic about video content. Nessie tends to convey her video content by using her emotion in other languages. The third reason is interjection to the contents. Nessie Judge used mixed languages to expressing her excitement at the moment. The fourth reason is the repetition used for clarification. Nessie Judge used mixed languages because she used to emphasize the utterance for her viewers to better understand the meaning. The fifth reason is the intention of clarifying the speech video content for the interlocutor. Nessie Judge used mixes of languages as it ease her to tell something which were requested in the first place to the Nessie's viewers. The sixth reason is expressing group identity. Nessie Judge used mixes of languages because easily to tell something that requested which is particular content to her viewers. Last, Nessie Judge cannot find terms that are suitable in order to convey he point across. Thus, to reduce the lack of equivalent lexicon she mixes other languages into her utterances. This reason called real lexical need.

Suggestion

This research would provide sufficient information for the next researchers who wishes to discuss similar topic. In addition, the future researcher could employ this research as a relevant reference should they wish to conduct a study related to code mixing in other social media platform, such as Instagram. Furthermore, concerning the Instagram research, it would be better due to display the image data with the caption. It may explore profound or discover a better understanding of code mixing field in conducting sociolinguistics studies. For the data collection technique, it can be use the interview because the subject's expression is spontaneous.

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