An Analysis of Code Switching and Code Mixing in YouTube Channel Deddy Corbuzier's Podhub

Nurul Fajria[1]

English Department Faculty of Humanities Universitas Bung Hatta

Email: fajrianurul08@gmail.com

Nova Rina[2]

English Department Faculty of Humanities Universitas Bung Hatta

Email: nova.rina007@gmail.com

ABSTRACT

The research analyzed the instances of code-switching and code-mixing that occurred in a conversation on the "Podhub" YouTube channel, hosted by Deddy Corbuzier. The goal was to identify and categorize the specific types of each phenomenon. The researchers utilized a qualitative descriptive methodology, gathering data from the "warlok vs bule" episode, which was released on October 26, 2024. This particular episode was selected because it featured an Indonesian-English couple, offering a wealth of data on bilingual and multilingual language use. The analysis was guided by the theories of Muysken for code-mixing and Holmes for code-switching. The results indicated the presence of all three types of code-switching: intra-sentential, inter-sentential, and tag switching—as well as the three types of code-mixing: insertion, alternation, and congruent lexicalization. The study concluded that social factors, such as social identity and the desire for prestige and audience engagement, are key drivers of these linguistic behaviors, highlighting the influence of digital platforms on modern language use.

Keyword: sociolinguistics, code switching, code mixing, YouTube.

1. INTRODUCTION

Language is a fundamental tool for human communication, and in linguistically diverse societies like Indonesia, the interaction between different languages is a fascinating field of study. According to Holmes (1992:1) sociolinguistics is the branch of linguistics that was study about all the social aspects of language and also how language changes in society. Nowadays, people have the ability to speak more than one language. Language has a lot of variety of style and meaning like in Indonesia, Indonesia consists of various tribes and cultures and each tribe and culture has a language that is different from one another; therefore, Indonesian is a tool to connect communication between these different cultures. Moreover, people in Indonesia have study another language in their school like English and Arabic so from what they learn before make them have that knowledge and sometimes they want to study to improve their knowledge in writing and speaking. After that the people try to use it for communication. According to Holmes (2001) there are three types of code-switching: intra-sentential, inter-sentential, and tag switching. Muysken (2000) identified three types of code-mixing: insertion, alternation, and congruent lexicalization. This is good for who have the ability to speak more than one language. As people increasingly use platforms like YouTube for daily communication, they often engage in phenomena such as

code-switching and code-mixing. This study analyses the use of code-switching and code-mixing in the "warlok vs bule" episode of the YouTube channel *Podhub* by Deddy Corbuzier. The research aims to identify and classify the types of code-switching and code-mixing present in the conversation, using a descriptive qualitative method. The episode was chosen because it features a mixed couple from Indonesia and England, providing a rich source of bilingual language use. The findings indicate that these linguistic phenomena are influenced by social factors like identity and audience engagement, reflecting the impact of digital media on language change.

2. REVIEW OF RELATED LITERATURE

This study is rooted in sociolinguistics, a discipline that investigates the intricate relationship between language and society. This framework is essential for understanding how social context, cultural norms, and social identity shape an individual's language use. A key concept is bilingualism, which extends beyond merely speaking two languages. The thesis defines it as a dynamic practice where speakers strategically select and blend languages to achieve specific communicative goals, rather than as a deficiency in either language. The core of the analysis focuses on two distinct but related phenomena: code-switching and code-mixing.

2.1   Code-switching

Code switching known as intentional act of alternating between two languages within a single conversation or speech event. According to Holmes (2001:36) code switching divided into three types; Intra-sentential switching, Inter-sentential switching and tag switching.

1. Intra-sentential switching: Switching languages within the same sentence, such as a speaker beginning a sentence in Indonesian and finishing it in English. Such switching presupposes a high level of competence in both languages. For example:

    "I went to the store and bought some *papas* and *cebollas*."

    This type of switching occurs when a speaker alternates between languages within a single sentence. The grammatical structure of the sentence remains intact despite the shift. In this case, the speaker begins the sentence in English but inserts the Spanish words "papas" (potatoes) and "cebollas" (onions) to complete the thought.

2. Inter-sentential switching: The alternation happens between two complete sentences, where one sentence is in one language and the next is in another. This is an example from the book :

    "I'm going to the store. *¿Quieres venir conmigo?*"

    ("Do you want to come with me?").

    This type of code-switching happens at the boundary between two sentences. The first sentence, "I'm going to the store," is entirely in English, while the second sentence, "¿Quieres venir conmigo?" ("Do you want to come with me?"), is entirely in Spanish. The speaker completes one thought in one language before switching to another for the next.

3. Tag switching: This switching involves for inserting short phrases or "tags" from one language into a conversation primarily conducted in another. For Example:

"That was a good movie, *n'est-ce pas*?" ("isn't it?").

This type of code-switching involves when the insertion of a tag from one language into a sentence that is otherwise in another language. Function of the tag is often a question, an interjection, or a short, fixed phrase. The main sentence, "That was a good movie," is in English, but the speaker adds the French tag "n'est-ce pas?" at the end. This tag directly translates to "isn't it?" and functions as a way to seek confirmation or agreement from the listener.

2.2   Code Mixing

Code-mixing involves a more integrated blending of linguistic elements from a second language into a first. Muysken (2000:3) state that code mixing divided into three categories: insertion, alternation, and congruent lexicalization.

1. Insertion: Introducing a single word or short phrase from another language into the grammatical structure of the base language. This is an example of a single English phrase used in a Spanish sentence from the book:

"Yo anduve in a state of shock pa dos dias.

,,I walked in a state of shock for two days.''

> (Spanish-English; Pfaff in Muysken, 2000:5)

There is embedding with insertion. English prepositional phrase interspersed with additional Spanish structure. In this part borrowing a vocabulary item from another foreign language was inserted in the first and last sentence.

2. Alternation: Shifting between language segments where both languages are grammatically complete and linked to each other. This is an example of a single Spanish clause and then switch into English clause in sentence:

Andale pues *and do come again*

'That's all right then, and do come again.'

> (Spanish/English; Gumperz and Hernandez-Chavez in Muysken 2000:5)

This is a kind of implementation for alternation in a sentence. Alternation involves a complete sentence of a language switch to the other with structure and vocabulary. Rather than being a separate phenomenon, alternation is considered a unique instance of code-switching that takes place either between a speaker's different utterances or between the turns of different speakers.

3. Congruent lexicalization: Using a lexically equivalent word from another language without altering the sentence's grammatical structure, this often occurs with loanwords or common phrases. This is a single English word in Dutch sentence:

Weet jij *(whaar)* Jenny is?

'Do you know where Jenny is?' (Dutch: waar Jenny is)

(English-Dutch; Crama and Van Geldere in Muysken, 2000:5)

The phrase "where Jenny is" is easily translated between English and Dutch. This is because "Jenny" is a common name in both languages, and the words "where" and "is" sound very similar to their Dutch counterparts, "waar" and "is" especially to bilingual speakers.

3. RESEARCH METHOD

To analyze the conversations, this research employed a qualitative descriptive approach. The primary objective was to uncover and comprehend the various ways people engage in code switching and code-mixing whether by using different words, phrases, or sentences during conversations on the "Podhub" YouTube channel Deddy Corbuzier's. In Qualitative research it is use the technique of finding, gathering, and analyzing the data. The data source of this study was published in video YouTube channel Deddy Corbuzier PodHub and the subject is all of the people on that video which used mixing code to obtain necessary data. All data is deriving from the conversation in video YouTube channel from Deddy Corbuzier's, it refers to the many sorts of phenomenon of sociolinguistics from code switching and code-mixing theories that found from the object conversation happened. After watching the video, the researcher starts to collect all the data and analyze it. This research uses manual transcription technique from the source of data. The technique of transcription that uses in this research is verbatim transcription because the source of data doesn't have the subtitle so the writer does manual transcription to collect the data. After the data were collected, the researcher transcribed the spoken texts in order to obtain a written record suitable for detailed analysis. Transcription is an essential step in sociolinguistic research as it enables closer examination of linguistic features that may not be immediately observable in oral discourse. Following this process, the researcher analyzed the data to identify the types of code switching and code mixing. To ensure systematic organization, the data were coded, highlighted, and classified into categories, allowing for clear identification of recurring patterns and meaningful interpretation of the findings.

4. FINDINGS AND DISCUSSION

The analysis was conducted from conversation of turn taking in video YouTube channel Deddy Corbuziers Podhub "warlok vs bule". The turn taking conversation were categorized in each type of code switching and code mixing. The findings are representative samples of the overall data.

4.1 Code Switching

Holmes (2000) stated that there are three types of switching: intra sentential switching, inter sentential switching and tag switching. This is the finding of each type of code switching that found in the source of data:

1. Intra-sentential switching

intra-sentential switching occurs within a single sentence or clause. In this case, a speaker might begin an utterance in one language and finish it in another, or embed a phrase from one language into the grammatical structure of the other. This type of switching requires a high degree of proficiency in both languages, as it involves managing two linguistic systems simultaneously.

Jen: "Jadi ***he would like ask me all the time,*** aku sebenernya ganteng nggk sih?"

The speaker switch between English and Indonesian within the same sentence. The sentence starts in Indonesian tag ("Jadi"), then shifts to English clause ("he would like ask me all the time") to provide a more accurate and vivid account of the conversation. This adds a layer of realism and credibility to their story, and finally switches back to Indonesian for the direct quote ("aku sebenernya ganteng nggk sih?") to maintain the authenticity of the direct quote.

2. Inter-sentential switching

In this type of switching, a speaker completes a full sentence in one language and then begins the next sentence in a different language. Since the shift happens after a sentence is completed, it is considered less complex than intra-sentential switching, yet it still demonstrates the speaker's bilingual competence.

Bule: "Aku langsung mau ambil sih soalnya ***I am Someone who thinks like if I have the feeling in my heart than I should follow.***"

The speaker begins the sentence in Indonesian ("Aku langsung mau ambil sih soalnya"), which translates to "I immediately want to take it because." After that the speaker switch to English occurs at the beginning of the second clause with "I am someone who thinks like if I have the feeling in my heart then I should follow." The speaker completes a thought in one language before switching to another for the second half of the statement.

3. Tag Switching

Tag switching occurs when speakers insert short expressions, such as tags or fixed phrases, from one language into another. These insertions often carry cultural or social significance and are typically used to provide emphasis, mark interactional cues, or signal identity. Tag switching usually takes place in informal and familiar communicative contexts where speakers feel at ease mixing languages.

Vidi: "Alleyster is really nice name ***sih*** I really like alleyster."

The speaker begins in English with a complete thought, "Alleyster is really nice name." The Indonesian particle "sih" is then added as a tag at the end of the first clause, which is immediately followed by another complete English sentence, "I really like alleyster.". The speaker uses the English phrase to make a direct, emphatic statement of their feeling. The Indonesian word "sih" is a conversational particle that softens the statement, making it sound more casual and conversational. It indicates that the speaker is offering a personal opinion or a simple piece of information, rather than a strong, formal declaration.

4.2 Code Mixing

Muysken (2000) stated that code mixing divided into three basic categories, including insertion (word or phrase), alternation (clause), and congruent lexicalization (dialect). This is the finding of each type of code mixing that found in the source of data:

1. Insertion

Insertion refers to the process in which lexical elements from one language are incorporated into another. These lexical items may consist of words such as nouns, adjectives, or prepositions or even short phrases.

Vidi: "*Aku Cuma nonton mereka beberapa kali liat di* **FYP** *tiktok aku*".

Based on the data, the sentence identified as insertion. He used word FYP (For Your Page) to explain that the guest jen and bule are viral in the platform tiktok. He added the word FYP to express specific modern cultural terms that may not have an exact Indonesian equivalent or are more natural in English.

2. Alternation

Alternation refers to the phenomenon in which the structures of two languages within a clause remain largely independent. This type of code-mixing is characterized by its occurrence inside a single sentence.

Bule: "belum belum ***on the way in the process***"

Based on the data, the sentences represent alternation. Because there is a clear transition between whole clauses or phrases from Indonesian to English. Speakers not only insert one word, but use phrases from both languages alternately to convey the overall meaning.

3. Congruent Lexicalization

Congruent lexicalization describes a situation where two languages have matching grammatical structures. This shared framework makes it possible to fill in the same sentence with vocabulary from either language.

Vidi: "***LDR*** kan ***long distance relationship*** om"

In this sentence, 'ldr' is an abbreviation that is already very common and is inserted as a counterpart of the English phrase 'long distance relationship'. These words are lexically equivalent and can be interchanged in the same context without changing the structure of the sentence. The speaker does not alter the grammar, but rather replaces one lexical element with another equivalent.

DISCUSSIONS

From data collection, there are 41 data was collected as code switching and 43 data as code mixing with calculation all the data is 84 points data. The results of analysis and classification all collected data from types of code switching, 41 data have been collected, analyzed and classified. After gathering the data, Intra-sentential switching is often used by speakers with 30 points data. 5 data from inter-sentential switching, and 6 data of tag switching. The tabulation data frequency of code switching below:

Table of frequency types of Code Switching

No	Types of Code Switching	Total
1	Intra-sentential switching	30
2	Inter-sentential switching	5
3	Tag switching	6

Beside code switching, the results of analysis and classification all collected data from types of code mixing, 43 data have been collected, analyzed and classified. After gathering the data, Insertion is often used by speakers with 30 points data found. 11 data alternation found, and 2 data identified of congruent lexicalization.

Table of frequency types of Code Mixing

No	Types of Code Mixing	Total
1	Insertion	30
2	Alternation	11
3	Congruent Lexicalization	2

5. CONCLUSION

This section summarizes the study's findings, which are based on an analysis of code-switching and code-mixing in the "warlok vs bule" episode of Deddy Corbuzier's "Podhub" YouTube channel. The goal was to understand the types of code-switching and code-mixing used in the video. The analysis, which collected 41 instances of code-switching and 43 instances of code-mixing, revealed several key findings: Code-Switching: Using Holmes's (2001) theory, the study identified all three types of code-switching: intra-sentential, inter-sentential, and tag switching. Out of 41 total instances, intra-sentential switching was the most common type, with 30 occurrences, while inter-sentential switching was found 5 times and tag switching 6 times. Code-Mixing: The study applied Muysken's (2000) theory and found all three types of code-mixing. Insertion was the most dominant type, with 30 instances, followed by alternation (11 instances) and congruent lexicalization (2 instances).In conclusion, this research highlights that both code-switching and code-mixing are prevalent in the "Podhub" conversation, with intra-sentential switching and insertion being the most frequently used types.

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