

## Code Mixing By Jennifer Bachdim in Melaney Ricardo's Youtube Content

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### Abstract

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This research analyses the types of code mixing and the context of the situation from the code mixing used in the conversation. The study applies the theory of code mixing by Muysken and the context of the situation by Halliday and Hassan. The data sources are the selected sentences, phrases, and clauses from a video titled JEN “IRFAN LAGI TIDAK BERKERJA! JADI SEKARANG SAYA YANG KERJA!” on Melaney Ricardo's YouTube Channel that were analysed with qualitative data analysis. The result shows that three types of code mixing were found in the content. There were insertion 15 occurrences, alternation 6 occurrences, and congruent lexicalization 6 occurrences. In this case, three components of the context of situation were analysed from the conversation. There were field, tenor, and mode.

#### Kata Kunci:

*Campur kode,  
konteks situasi,  
konten YouTube*

#### Abstrak

Penelitian ini menganalisis jenis campur kode dan konteks situasi dari campur kode yang digunakan dalam percakapan. Penelitian ini menerapkan teori campur kode oleh Muysken dan konteks situasi oleh Halliday dan Hassan. Sumber data adalah kalimat, frasa, dan klausa terpilih dari video berjudul JEN “IRFAN LAGI TIDAK BERKERJA! JADI SEKARANG SAYA YANG KERJA!” di Saluran YouTube Melaney Ricardo yang dianalisis dengan analisis data kualitatif. Hasilnya menunjukkan bahwa tiga jenis campur kode ditemukan dalam konten. Ada penyisipan 15 kejadian, alternasi 6 kejadian, dan leksikalisasi kongruen 6 kejadian. Dalam hal ini, tiga komponen konteks situasi dianalisis dari percakapan. Ada medan, tenor, dan modus.

## **INTRODUCTION**

Humans, as social creatures, live by communicating (Habermas et al., 2007). Craig (1999) states that communication is a "practical discipline" that includes how people use messages to explain meanings within and across various contexts, cultures, channels, and media. Language refers to communication between members of society in the form of sound symbols produced by human speech tools (Keraf, 2009). A person's choice of language in daily interactions often indicates the variety of languages they are fluent in (Fani, 2025). Many ways are used to communicate well. One of them is using more than one language. Using two or more languages causes humans to use code in communication (Holmes, 2013).

Based on the explanation above, this research discusses mixing languages when interacting and using code. Code is the system of language styles, dialects, or mixed languages to convey meaning (Wardhaugh, 2010). According to Robins and Marjohan (1995), code can be an idiolect, dialect, sociolect, register, or language. Code often refers to the specific linguistic elements that deliver deeper meanings or reflect social and cultural contexts. Nababan (1989) states that code mixing occurs in situations requiring a mixture of languages, and only the speaker's informality is adhered to. This means that code mixing is indeed employed to combine two different languages, resulting in more relaxed and easily understood conversations by both parties. Many people and even public figures in Indonesia choose code mixing in their conversation. Code-mixing, as one of the significantly smoother strategies to combine two languages, often involves the Indonesian language, which leads to more engagement in the use of Indonesian in conversation (Sumarsih et al., 2014).

Nowadays, code mixing is easily found. Code mixing typically appears in podcasts, talk shows, social media, advertisements, and more. Social media is essential in all layers of society (Aarts, 2013). An example of a content creator that provides code mixing in Bahasa Indonesia and English is the Melaney Ricardo YouTube Channel. This account presents an interesting and entertaining spectacle, related to vlogs, interviews, and inspiring videos. Melaney began posting in 2017. She usually interviews great people whose life stories can inspire many others, and

talks in Bahasa Indonesia and English. One of them is an interview session featuring guest star Jennifer Bachdim, whose data was taken for this study. Jennifer Bachdim is a successful person who fulfilled her responsibilities as a housewife and career woman.

YouTube Video is chosen as the subject of this research because it plays a significant role in spreading information and entertainment in people's daily lives. Code mixing has become common, allowing for easier expression without depending entirely on a single language. The purpose of code mixing is to simplify communication by accommodating two different languages simultaneously. When studying code mixing, it is essential to realize that every word conveyed has its meaning. This makes using code mixing on YouTube an exciting topic for discussion.

Several previous studies have already discussed code mixing. First, Malo et al. (2025) analyzed the types of code mixing and the factors that influence it in Cinta Laura's Podcast. The findings show that insertion was dominant, while the most common factor was situational. Second, Sinulingga (2023) investigated code mixing in one of Tasya Farasya's beauty vlogs on her YouTube channel and found out why Tasya mixed her language. Code mixing in intra-lexical type is dominant in this study. Besides that, the word level of code mixing is the most commonly used. The last reason for code mixing, repetition used for clarification, was common. Third, an article by Riadil and Dilts (2022) examined the types of code mixing and code switching in English conversation among Thai students and found why they use them. The result of this study is that Thai students tend to use code switching rather than code mixing; however, they still use a lot of code mixing. Indonesian students use less code switching than Thai students. For Indonesian students, Indonesian phrases and clauses are mixed with English and Javanese utterances, and for Thai students, Thai phrases and clauses are mixed with English utterances.

In addition to the type of code mixing, the three studies above analyzed factors, levels, and reasons for using code mixing. However, the previous research has not focused on context of situation, which the present study will analyze. As

interesting as the finding from Riadil and Dilts (2002) above, regarding the role of speakers' origin for cultural difference in the usage tendency of code mixing, this paper does not compare speakers from two different countries.

### ***Code Mixing***

Code mixing is often encountered in communication. Code mixing refers to the use of two languages in one utterance (Nuryani et al., n.d., p. 133). According to Holmes and Wilson (2017) code mixing means combining or mixing elements from two or more languages or language varieties in one utterance or conversation. Muysken (2011) states that code-mixing involves including a phrasal category or element from a foreign language into a specific framework. It can be concluded that code mixing is the combination of two or more languages in one utterance by inserting certain elements of a foreign language into the main language structure.

### ***YouTube Content***

Any type of text, picture, audio, or video uploaded online for social interaction or communication is defined as social media content (Kaplan & Haenlein, 2010). Social media content influences audience behavior and engagement patterns and fuels online discussions (Zarrella, 2010).

### ***Context of Situation***

Based on Malinowski in Halliday & Hasan (1991, p. 5) the context of a situation is a particular semantic system or set of subsystems associated with a specific type of situation or social context. In this context, language is used to determine the purpose of an activity, something that people do.

## **METHOD**

The method used is documentation. The data is analyzed using a qualitative data analysis method based on the relevant theories, which involves organizing and selecting data systematically to interpret it effectively (Bogdan & Biklen, 1982). Content analysis consists of analysing the contents of documentary materials such as books, magazines, newspapers, and all other verbal materials that can be spoken or printed (Kothari, 2004, p. 110). The data were analyzed through four steps based on content analysis by Kothari (2004). The first step is data collection, the second

is data condensation, the third is data presentation, and the conclusion is made based on the findings.

The data obtained in the data collection process was then explained using the theory of code mixing by Muysken (2000) to determine the code-mixing phenomenon in the data. Then, the Context of Situation Theory by Halliday and Hassan (1991) was used to explain the context in a conversation that contains code mixing in the content of Melaney Ricardo's YouTube Channel Video. Next, the data were interpreted, and conclusions were made.

## **FINDINGS AND DISCUSSION**

This chapter defines the types of code mixing and the context of situation of Jennifer Bachdim's interview on Melaney Ricardo's YouTube Channel. The theory for analyzing code mixing is from Muysken (2000), and then continues with the explanation of the context of situation explanation theory from Halliday and Hassan (1991).

### ***Types of Code Mixing***

#### ***a. Insertion***

Insertion is a type of code-mixing in which elements such as words, phrases, or clauses from one language are placed into the structure of another language. In this process, the main sentence follows the grammar of the dominant language (primary language), while parts from a second language are inserted into it.

Data 1: “And then play time, you know they go dancing, *main bola*, I bring them to their activities.” (10.52)

Insertion occurs in the noun category where the Indonesian noun “*main bola*” replaces the English noun “football”. In code mixing, there is an addition, namely the gerund play football, so structurally it follows the previous phrase, namely go dancing.

Data 2: “Irfan had to go *empat bulan* outside of Sapporo.” (20.24)

Insertion occurs in the noun category where the Indonesian noun “*empat bulan*” replaces the English noun “four months”.

**b. Alternation**

In alternation, the speaker switches between two languages not only because of the word, but the entire structure alternates. Alternation refers to switching between two languages at a clause or sentence level, involving a shift in grammar, vocabulary, and syntactic structure.

Data 3: “Sometimes, *engga mandi dulu*” (08.42)

The speaker switches between different grammatical frameworks of English and Indonesian at a phrase boundary, using the English phrase “Sometimes” and the Indonesian phrase “*engga mandi dulu*.” Each section follows the grammar of its language, and the switch occurs smoothly between structures, which is considered alternation. The word “sometimes” is an adverb in English that usually functions independently and can stand as an initial discourse marker, indicating frequency.

Data 4: “*Di Jerman gaada nanny*, or only for the very rich people.” (29.19)

The speaker begins with an Indonesian clause that includes a borrowed English noun (nanny), then switches at the conjunction “or” into a fully English phrase, “only for the very rich people”. This alternation, as the speaker alternates between an Indonesian structure and a full English phrase that continues or elaborates the meaning.

**c. Congruent Lexicalization**

Congruent lexicalization, both languages share a syntactic framework, and lexical elements from both languages can be inserted into the conversation.

Data 5 : “*Siang* I will be with kyoji then *jam dua tiga puluh* I will pick up the big kids.” (10.44)

The Main language of the sentence is English, but there are several phrases or words in Indonesian, such as “*siang*” and “*jam dua tiga puluh*”. English sentences are combined into the Indonesian structure seamlessly.

Data 6 : “*Terus*, around five I will cook, *masak dulu*, dinner, shower, kids go to bed, and then I will edit.” (10.59)

The words “*terus*” and “*masak dulu*” are combined into an English sentence. The structure of both languages is parallel, and words are swapped with minimal adjustment.

***d. Context of Situation***

In this podcast, as a data source, three contexts of situations were found. The contexts of situation consist of field, tenor, and mode. Context of situation is important to analyse, as it is deeply connected to the surrounding social, cultural, and situational factors. Code mixing, the blending of two or more languages within a conversation or text, typically happens for specific reasons that can only be fully understood when looking at the situation in which it occurs. The previous study mainly talked about family and daily activities. The tenor, Jennifer, is talking with the host and the audience with similar activity, family routine, and healthy life enthusiasm. The mode of the course is recording a video of the podcast posted on the YouTube channel of Melaney Ricardo.

***Discussion***

From a 40.44-minute-long YouTube video containing a mix of English and Indonesian dialogue, 27 data points containing code mixing were analyzed. This indicates that Jennifer used code mixing for nearly half of the duration of the podcast. Although she is not Indonesian, she knows that her audience is mostly Indonesian, so she tries to speak Indonesian by combining English. In this podcast, Jennifer uses code mixing to facilitate communication and keep the audience understanding her intended message. She tries to use simple language to be closer to an audience that is interested in similar activities. After analyzing the context of the situation, it was found that Jennifer Bachdim explains a lot about parenting because many people are interested in this issue amidst the busyness of working and being a housewife. After Jen saw how different the parenting styles were in her country and Indonesia, she wanted to share so that the audience could understand how she adjusted to a different place with its various problems.



## **CONCLUSION**

Based on the results and analysis of 27 data points that contain code mixing, and finding the context of the situation used by Jennifer Bachdim on Melaney Ricardo's YouTube Content, the conclusions were: there were fifteen insertions, six alternations, and six instances of congruent lexicalization. Jennifer Bachdim used insertions the most because she tried to answer the host's question in Indonesian, but she mixed it, starting with Indonesian and English, and vice versa. The audience here is Indonesian people, so it is to make the audience understand more easily than only using English. Mixing languages allows Jennifer to express herself more naturally, reflecting her bilingual identity. This shows that language has many meanings and contexts, especially when combined with other languages to make it easier to communicate with people who speak different languages and cultures.

Besides that, the context of the situation is essential to analyse, as it is deeply connected to the surrounding social, cultural, and situational factors. The podcast mainly talked about family and daily activities. The tenor, Jennifer, is talking with the host (Melaney Ricardo) and the audience with similar activity, family routine, and healthy life enthusiasm. The mode is a video record of the podcast posted on the YouTube channel of Melaney Ricardo that takes place in the BACHD'M clothing business.

Future research should use more varied and current data. Researchers can first survey what trends are developing in society lately, so that research becomes more interesting. Researchers can also find code mixing in other languages that have not been studied, for example, various regional languages of Indonesia or regional languages in other countries. Podcasts on YouTube are still underexplored in various languages. Further investigation into the context of the situation is also very interesting from different perspectives. The use of mixed methods (qualitative and quantitative) can also deepen research results by combining the views of the audience and experts, such as lecturers and language observers.



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