ANALYSIS OF CODE MIXING ON ATTA HALILINTAR VIDEO YOUTUBE CHANNEL

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Abstrak

Sosiolinguistik mengeksplorasi hubungan antara bahasa dan masyarakat, mengakui bahwa individu menggunakan gaya bahasa yang berbeda ketika berinteraksi satu sama lain. Mengingat banyaknya variasi dalam penggunaan bahasa, orang sering mencampur bahasa dalam percakapan mereka-sebuah fenomena yang dikenal sebagai campur kode dalam sosiolinguistik. Campur kode adalah praktik yang umum terjadi di banyak komunitas, termasuk di kalangan figur publik terkenal. Salah satu contohnya adalah Atta Halilintar, seorang YouTuber Indonesia yang populer dengan basis pelanggan terbesar di Asia Tenggara. Penelitian ini meneliti terjadinya campur kode dalam video dari saluran YouTube Atta Halilintar. Penelitian ini bertujuan untuk mengidentifikasi jenis dan tingkat campur kode yang ada dalam kontennya. Penelitian ini menggunakan metode kualitatif deskriptif, dengan peneliti sebagai instrumen utama. Pengumpulan data dilakukan dengan menggunakan metode dokumentasi, dan analisis isi diterapkan untuk meneliti campur kode. Penelitian ini mengkategorikan jenis campur kode berdasarkan klasifikasi Hoffman dan menilai tingkat campur kode menurut kerangka kerja Suwito. Frekuensi dan distribusi campur kode kemudian dianalisis dengan menggunakan rumus Sudjiono. Temuan menunjukkan total 34 contoh campur kode dalam video yang dianalisis. Di antara jenis-jenis campur kode, campur kode intra-sentential adalah yang paling sering terjadi, sedangkan perubahan pengucapan adalah yang paling jarang terjadi. Mengenai tingkat campur kode, tingkat yang paling dominan adalah pada tingkat kata, sedangkan pengulangan kata dan idiom paling sedikit muncul.

Kata kunci: Analisis, Campur Kode, Saluran YouTube.

Abstract

Sociolinguistics explores the relationship between language and society, recognizing that individuals use different language styles when interacting with one another. Given the many variations in language use, people often mix languages in their speech—a phenomenon known as code mixing in sociolinguistics. Code mixing is a common practice in many communities, including among well-known public figures. One notable example is Atta Halilintar, a popular Indonesian YouTuber with the largest subscriber base in Southeast Asia. This study examines the occurrence of code mixing in videos from Atta Halilintar's YouTube channel. The research aims to identify the types and levels of code-mixing present in his content. This study employs a descriptive qualitative method, with the researcher serving as the primary instrument. Data collection is conducted using a documentation method, and content analysis is applied to examine code mixing. The study categorizes code mixing types based on Hoffman's classification and assesses the levels of code mixing according to Suwito's framework. The frequency and distribution of code mixing are then analyzed using Sudjiono's formula. The findings reveal a total of 34 instances of code mixing in the analyzed videos. Among the types of code mixing, intra-sentential code mixing is the most frequent, while changes in pronunciation are the least common. Regarding levels of code mixing, the dominant level is at the word level, whereas repetition words and idioms appear the least.

Keywords: an analysis, Code Mixing, YouTube Channel.

1. BACKGROUND

Humans as social beings need the means to interact with other humans in society both oral and written. To be able to interact with other social creatures, humans need a tool called language. Language is very important in all human life. The appearance of language is quite useful in society. They can express feelings, ideas, intentions, etc. Chomsky says that language can be tethered as the process of producing sounds and understanding the meaning of what people say in a certain way. In principle, language is related to understanding what others are saying and generating signals with intended semantic interpretation

Language is also the identity of a nation that every country in the world has a different language that makes it diverse, as stated by Sapir in his book that every language in the world is a collective expression of art. There are several aesthetic factors in it namely phonetic, rhythmic, symbolic, morphological, and every language has factors.

2.   METHOD

In conducting this study, researchers use descriptive qualitative research because in this study, observers collect data, make analyses, and make conclusions. Moleong stated that qualitative research is a research procedure that produces descriptive data where the available data is obtained through the written or spoken words of people and their behavior, then from the results of the data collected will be researched. In other words, qualitative analysis emphasizes the level of information obtained by the Researcher. The deeper and more careful the knowledge obtained, the higher the standard of analysis carried out by the Researcher.

3.   RESULTS AND DISCUSSION

In data analysis techniques, researchers apply content analysis. Because, researchers not only collect data but also analyze data to get research results. According to Leedy and Ormrod that content analysis can be a detailed and systematic examination of the body contents of a particular fabric for the purpose of distinguishing patterns, themes, or biases. Content analysis is typically performed on human communication styles, as well as books, newspapers, personal journals, official documents, film, television, art, music, videotapes of human interaction, voice communication transcripts, and net journal and bulletin board entries. Therefore, researchers use content analysis in data analysis techniques because researchers analyze videos and read transcripts that have been written by researchers.

In this study, there are several things that researchers have done in analyzing data, as follows: Steps in this type of code mixing First, researchers analyzed the type and degree of code mixing. In this type of code mixing, researchers use Hoffman theories such as intra-centric code mixing, intra-lexical code mixing, and involve pronunciation changes. While at the level of code mixing, researchers use Suwito's theory such as words, phrases, basters, repetitions, idioms and clauses.

Second, researchers created a table to classify each type and level of mixing code that appeared in the video;

Then, after the researcher analyzed the type and degree of code mixing that appeared in the video, the researcher used Sudijono's formula to calculate the number of types and levels of code mixing;

$$P = \frac{F}{N} \; x \; 100\%$$

Note:
P= Percentage
F= Frequency
N= Number of cases

Next, researchers concluded that the highest type and rate of code mixing on video, and Finally, the researcher explained about the type and level of code mixing that appears in the video.

4.   COCONCLUSION

Researchers classify data based on the type and degree of code mixing. The data was obtained from two videos on the Atta Halilintar video YouTube channel. Researchers found mixing codes in different types and levels. For the types of code mixing found in video, researchers analyzed using Hoffman theories such as intra-sentential code mixing, interlexical code mixing, and pronunciation changes involved. Meanwhile, for the code-mixing level, researchers use Suwito's theory. The levels proposed by Suwito such as words, phrases, basters, reduplication/repetition of words, idioms, and clauses.

5. ACKNOWLEDGMENT

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