

## AN ANALYSIS CODE MIXING ON THE VIDEO OF MR. NADIEM MAKARIM'S MEETING

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**Abstract:** Sociolinguistics is a study of the connection between language and society. People have a different language style when they interact with each one. By many variations that they have, it can be possible for them to mix their language in their utterance—mixing one language with the other languages, in the sociolinguistics field, is called by code-mixing. It has been common to use of code-mixing in society. It happens in the one of the public figures and famous that is Mr. Nadiem Makarim. Therefore, this research focuses on code mixing that emerges on video of Mr. Nadiem Makarim. The objective of this research is to find out the types and levels of code mixing that appear on the video. This research was descriptive qualitative method and the researchers act as the main instrument of this research. In collecting the data, this research utilized documentation method. This study employed content analysis focusing on analyzing the types of code mixing which defined by Hoffman and the levels of code mixing that argued by Suwito. Then, the result of types and levels of code mixing were counted by using Walizer's formula. The result shows that there were 134 data in the types and levels of code mixing. In the types of code mixing, the highest type was intra-sentential of code mixing (88.8%) and the lowest type was involving a change of pronunciation (0%). While, in the levels of code mixing, word level (44.8%) becomes the dominant while word repetition (3%) and idiom (1.5%) were the lowest.

**Keywords:** *curriculum; syllabus; need analysis; students' needs; instrument*

## INTRODUCTION

Humans as social creatures need the means to interact with other human beings in society. In order to interact with other social creatures, human need a tool which called by language. By using it, people can express ideas, experiences, desires, hopes, feeling and so on to others. According to Lucas (2014:33), Languages come into contact through their speakers, who are brought together under different sorts of conditions, including political turmoil, immigration, education and geography. It is because language is involved in every aspect of human experience, and it creates as well as reflect image of the experience. Therefore, it is impossible to imagine human being without language.

Language also as the identity of the nation that every country in this world has different languages which make them to be

diverse, as state by Sapir in his book that every language in the world is a collective expression of art. There are several aesthetic factors in it that are phonetic, rhythmic, symbolic, morphological, and every language has its own aesthetic factors that cannot be fully shared with other languages. So, language is an identity and tool to express ideas, experiences, feeling and others.

There are many aspects that contribute to the way people using their language. One of the aspects that influences is society. Language and society have a close relation. It refers to the human role as a social creature in the world which need to keep in touch with another human being. The study which discusses about language and society is Sociolinguistics. According to Wardhaugh (2006), "Sociolinguistics is concerned with investigating the

relationship between language and society with the goal of a better understanding of the structure of language and how language function is communication". So, sociolinguistics can make the language be better during communication in society.

In communication, people speak not only one language where many people can understand two or more language. The ability to use more than one language in communication and interaction called bilingual or multilingual. Bilingual is someone who can speak two languages. Multilingual is someone who can speak more than two languages. The aims of bilingual or multilingual usage is to establish a good communication based on the social factors in communication, such as the participants, the setting or social context of the interaction.

It more than one language to communication used in Indonesia, there are three languages. The first. It is regional language or could be called as mother tongue. A regional language is a language spoken in certain areas, such as Javanese, Sundanese etc. The second is national language. National language of Indonesia (second language) is Bahasa Indonesia, it's a formal language in Indonesia. The third is international language (Foreign Language) called English. In Indonesia used to teaching, nursing, business or certain purpose. In other hand, people can use the language based on the purpose of communication.

In this globalization era, language have variation accordance need of communication interaction between human being. Sometimes, people may speak by mixing one language with another language to make the conversation running well, for example mix the regional language with national language, or national language with international language. The process of communication in which two languages used together by the speakers is called Code-Mixing. Code-Mixing is social phenomena in language use, in which people use it spontaneously to reach the

intention of communication.

In this modern era people can see many videos via YouTube (application from internet).so, video is media can represent image and sound.

It was discovered when many people include the researcher saw videos. The researcher found the phenomena about Code-Mixing usage in the video of Mr. Nadiem Makarim. The following are examples of code-mixing Nadim Makarim made on the video entitled "*The Entrepreneur Diaries - Nadiem Makarim [GOJEK]*" ( <https://youtu.be/EnAupZvwx4s>).

- "*Jadi ini adalah problem efisiensi yang harus kita **resolve** gitu*".
- "*Dan lama-lama saya juga **developed trust** kepada beberapa ojek langganan saya*".
- "*Jadi saya waktu keluar dari universitas pertama **to be able** untuk bisa memimpin harus bias ngikutin dulu orang*".

Based on the phenomena above, the researcher is interested in investigating more on code-mixing. Then, this research is aimed to analyzed and investigated the code-mixing Nadim Makarim make on the video of "Mr. Nadiem Makarim"

## METHOD

This research used descriptive qualitative as the method of the research. According to Bogdan and Taylor (2007:3), qualitative method is the procedure of the research that it results like the words from the people that observed, and data of result of research like descriptive data.

Lincoln in Emzir (2012: 1) adds that: Qualitative research is multi-method in focus, involving an interpretive, naturalistic approach to its subject matter. This means that qualitative research studies in their natural setting, attempting to make sense of or interpret phenomena in terms of the meanings the people bring to them. Qualitative research involves the studied use and collection of a variety of empirical materials-case study, personal experience,

introspective, life story, interview, observational, historical, interactional, visual texts-that describe the routine and problematic moment and meaning in individual's live.

The Researcher employed descriptive qualitative research with procedure in this research the observer as follows:

1. Collected the data from the source of data.
2. Made an analysis of result from the source of data.
3. And made a conclusion from the result analysis.

#### A. Data and the Source of the Data

The researcher analyzes English words, phrases, and sentences by the video. The researcher employs a descriptive text as the data. The data are in forms of word, phrase, clause, repetition of word, idiom, and baster.

Arikunto (2006, p.129) state that source of the data is subject who give the data or information or where the data are gotten from. The researcher chose one video to collect the data from Youtube on Prita Kemal Gani's account with title of video is "The Entrepreneur Diaries-Nadiem Makarim [GOJEK]".

#### B. Technique and Procedures of Collecting Data

Data collection is systematic procedure to get the needed data (Tanzeh, 2001, p.83). Method of data collecting is the way the researcher collecting the data in the research. This research use documentation method to collect the data.

The researcher collected the data by doing some steps as follows:

1. Watched the video in many times;
2. Typed the transcript of the utterance on the video;
3. Identified the code mixing by reading the transcript;
4. Grouped of the data that had identified; and,

5. Classified the data based on the form the types and levels of code mixing.

#### Procedure of Analyzing Data

The researcher does not only collect the data but also she analyses the data to obtain the research's results, so the researcher uses content analysis. Wiliam (2007: 69) defines that content analysis review forms of human communication including books, newspaper, and films as well as other from the content in the human communication.

After the data have been collected the next step is data analysis. The steps of analyzing the data in the research are as follows:

1. The Researcher analyzed the types and levels of code mixing. In the types of code mixing the Researcher used Hoffman's theory (1991) such as intra-sentential code mixing, intra-lexical code mixing, and involving a change of pronunciation. Meanwhile, in the levels of code mixing, the Researcher used Suwito's theory (1988) such as word, phrase, baster, repetition, idiom and clause.
2. The Researcher gave each data a code. The code is made with a purpose to make data identification and to be easier to analyze.
3. The Researcher made a table to be classified every type and level of code mixing that appears on the video.
4. The researcher counted the number of types of code mixing which was found and then convert it to percentage by using Walizer's formula (1990);

$$\text{Percentage} = \frac{\text{Total number of type of code mixing}}{\text{Total number of code mixing}} \times 100$$

5. The Researcher concluded the highest types and level of code mixing on the video.

#### C. Checking Validity of Data

The researcher chose triangulation to check the validity of the data. According to Denzim quoted by Moleong (2009:330), he stated that triangulation as a technique to

check the validity of the data through source triangulation, methodological triangulation, investigator triangulation and theoretical triangulation.

The researcher felt that the most appropriate triangulation to be used in this research is theoretical triangulation. By using theoretical triangulation, the researcher enables to strengthen the result of the data by comparing the data to the submitted theories.

## RESULTS AND DISCUSSION

Table 1. The percentage of the levels of code mixing in the video

No	The levels of code mixing	Percentage
1	Word level	44.8%
2	Phrase level	23.1%
3	Baster level	11.2%
4	Repetition word	3%
5	Idiom level	1.5%
6	Clause level	16.4%
Total		100%

### A. Types of code-mixing

Based on the findings data in the types of code-mixing in table 1, it can be discussed:

#### a. Intra-sentential code-mixing

Intra-sentential code-mixing is the appearance of a word, phrase, clause, or a sentence boundary in someone's utterance.

##### 1) Word

Word is the smallest element that can be uttered in isolation with objective or practical meaning. Word can be classified into some types, such as the verb, noun, adjective, and etc. Through the finding data in the video, the researcher found 60 data in the word construction.

- Acara yang selalu menghadirkan entrepreneur inspiratif.
- Itu salah satu advantage.
- Bukan di GO-JEK karena gaji atau salary.

The utterances above came out in the video at 00:20 (a), 17:30 (b), 18:03 (c) minutes. The dominant language that he

used in Indonesian language and he inserted an English word "entrepreneur", "advantage", "salary" in his utterance. In Indonesian language "entrepreneur" means "pengusaha", "advantage" means "keuntungan", and "salary" means "gaji". Based on the theory about code mixing, he did code mixing in intra-sentential of code mixing, because he mixed his language in the sentence's boundary.

##### 2) Phrase

A phrase is a group of words that stand together as a single grammatical unit, typically as part of a clause or a sentence. In finding the data in the video, the researcher found 30 data which are indicated as phrase. Here researcher took some samples that are discussed:

- semua perusahaan besar di Indonesia itu gak ada satupun yang enggak 10 tahun in the making.
- untuk melihat orang tu bener-bener di GO-JEK bukan untuk make money.
- itu saya pastikan saya masih jadi waras karena selalu spend time sama temen.

The utterances above appeared in the video at 05:59 (a), 18:13 (b), 25:57(c) minutes. He inserted the foreign language that is English in his first language which is Indonesian language. He said "spend time" in the middle of his utterance. The mixing is classified as intra-sentential code mixing because the English words in the form of phrase.

##### 3) Sentence

Sentence is the largest unit any language. In the data there are some clauses which researcher found. Nevertheless, clauses are include in the sentence, so the researcher put clause in the part of sentence. The researcher found 22 data which are indicated as clause or sentence.

- jadi apa, what do you want to build? You know what do you want to build?
- jadi kalau lagi stres, always go back to why you started this? Why did you do it in the first place?

The utterance above turned up in video at 09:49 (a), and 23:54 (b) minutes. He mixed his official language with foreign language it is English. The mixing that he did actually in the complete sentence because there is subject, verb, and predicate. So, in the types of code mixing, it includes in intra-sentential of code mixing.

#### b. Intra-lexical of code mixing

Intra-lexical code mixing appears in someone's utterance when the speakers insert a word boundary in their utterance. To classify the data in the types of intra-lexical of code mixing, the Researcher divided into two such as prefix and suffix. It is because, intra-lexical occurs in someone utterance when He or She puts affixation into his other utterance. Here the affixation is Indonesian affixation. There are two kinds of affixation they are prefix and suffix.

##### 4) Prefix

A prefix is a group of letters placed before the root of a word. For the example is the word of "Retell". Here the prefix is "re" and the original word is "tell" both of them if become a word will have different meaning. In Indonesian word the example is the word of "membuka". The prefix is "mem" and the original word is "buka". So, from the explanation about prefix, the Researcher found data which is indicated as inter-lexical of code mixing in the affixation of prefix. Here, the Researcher took data to discuss:

"lalu dia mengambil langkah untuk mensolve gitu".

The types of code mixing in the intra-lexical of code mixing based on the utterance above it can be seen that he gave the Indonesian affixation "men" on the word of "solve". It is included into baster affixation Indonesian prefix. The structure is "men as prefix and solve as word" it becomes intra-lexical of code mixing "men-solve". In Indonesian language, the meaning of "men-solve" is "memecahkan". The word of "men-solve" is indicated as intra-lexical of code mixing, it appeared on

video at 10:30 minutes.

##### 5) Suffix

A suffix is a group of letters placed after the root of a word. In English word, the example is "friendly", the suffix occurs after the original word "friend" and gets suffix "ly". In Indonesian language, the example of the word is "manusiawi", the original word is "manusia" and get Indonesian affixation of suffix "wi". Based on the explanation about suffix, the Researcher found data which is indicated as in intra-lexical of code mixing in suffix, the data is:

"Bagi semua orang yang udah pernah bisnis mau kecil gedhe gak ada bedanya, painnya sama."

The data show that there is a suffix "nya" in the word of "pain". This is the mixing between an English word with Indonesian affixation which is suffix. The structure is "pain as word and nya as suffix" becomes intra-lexical of code mixing (pain-nya).

c. Involving a change of Pronunciation  
In the video, there is no data which is classified as the types of code mixing in involving a change of pronunciation.

#### B. Levels of Code Mixing

##### 1. Word Level

Word is the smallest unit within language that consists of morpheme or more than a morpheme. In the classification of the data in the word level, the Researcher found 60 data. Here, the Researcher took the data which are discussed:

(01:53) Saya mulai interview mereka.

(02:39) wah ini ada satu discovery gitu.

(04:25) itu menimbulkan mindset yang menurut saya kurang matang.

Based on the data above, it can be seen there are words which are identified as word the levels of code mixing such as interview, discovery, and mindset.

##### 2. Phrase Level

Phrase is a group of word that does not have subject or verb. In the phrase level, the Researcher found 30 data which are indicated as phrase level. Here, the Researcher took some data that are discussed:

(01:13) karena kalau naik mobil gak bakal nyampe meeting client bakal selalu telat.

(02:14) dan lama-lama saya juga develop trust kepada beberapa ojek langganan saya.

(14:56) jadinya kalau empatnya levelnya tidak tinggi itu sulit menjadi founder atau founding team.

Based on the data above, it can be seen there are words which are identified as the phrase level of code mixing such as “meeting client, develop trust, and founding team”.

### 3. Baster Level

Baster is a combination of two elements and creates one meaning. The baster form basically from English and the words in English get addition of Indonesian affixation. In classification of the data in the levels of code mixing, the Researcher found 14 data which are indicated as baster level. Here, the Researcher is discussed data in the baster level.

(02:22) saya mulai ngetrust lagi.

The levels of code mixing in the baster level, based on the utterance above it can be seen that he gave the Indonesian affixation “nge” on the word of “trust”. It is included into baster affixation Indonesian prefix. The structure is “nge as prefix and trust as word” it becomes baster nge-trust.

### 4. Repetition word

Repetition word is a word formed because of words reduplication. The researcher found 4 data in the video. Here, the researcher is discussed data in the repetition word.

(04:09) yang saya lihat ada beberapa leader-leader bukan Cuma di dunia startup tapi juga di dunia korporat.

The level of code mixing in repetition word, based on the utterance above it can see he repeat the word of leader become “leader-leader”.

### 5. Idiom Level

Idiom is a group of word that has its own meaning. It means, the idioms cannot be interpreted as individual word, because the idiom has created new meaning. The

researcher found 2 data in the video. Here, the researcher is discussed one data in the idiom level.

(28:14) kalau mau survive sebagai entrepreneur, harus sadar bahwa what comes up, must come down, and what comes down, will come back up.

The level of code mixing in repetition word, based on the utterance above it can see he said word that has its own meaning.

### 6. Clause Level

Clause is a group of word that has subjects and verbs but smaller sentences. Clause is divided into two independent clauses and a dependent clause. In clause level, the Researcher found 22 data, but here the Researcher is discussed two data as the representative from 22 data.

Kalau rasio leadership anda lebih banyak employee dari pada pemilik wah, itu you're in trouble.

Kayanya, all I can say is that I am very excited untuk bisa mengetes konsep GO-JEK di luar Indonesia.

The data came out in video at 24:48 (a), and 29:20 (b) minutes. He mixed his language with English language. He inserted “you're in trouble” and “all I can say is that I am very excited” in his utterance. In the levels of code-mixing, the mixing that he did is include in the clause level because the mixing of the language can be classified as independent clause. The theory of independent clause is if the clause can stand alone without any other clauses. So, he mixed his language into clause level.

## CONCLUSION

After analyzing and getting the result, the Researcher found several codes mixing on the video Nadiem Makariem. The data were classified into types and levels of code-mixing, based on the theory of Hoffman and Suwito. In the types of code-mixing, the Researcher analyzed the video by using Hoffman's theory, and the types of code-mixing are categorized into three types such as intra-sentential of code mixing, inter-lexical of code mixing, and

involving a change of pronunciation. While, for the levels of code mixing the Researcher used Suwito's theory in analyzing the video. The levels of code-mixing divides into six levels they are: word level, phrase level, baster level, reduplication or repetition, idiom level, and clause level.

As the result, in types of code mixing on the video, there are 134 data which had been found by the Researcher. The data showed that intra-sentential of code mixing is the most dominant types of code mixing in the first video, and it is about 88.8%. In the bellow of intra-sentential of code mixing, there is intralexical of code mixing with the percentage 11.2% and the lowest percentage is involving a change of pronunciation, because the Researcher did not find any data which are indicated as involving a change of pronunciation. Then, the result in the levels of code mixing on the video, there are 134 data. The data showed that word level is the biggest level of code mixing on the video with the percentage 44.8%, with followed by phrase-level with percentage 23.1%, clause level 16.4%, baster level 11.2%, repetition word 3%, and the last idiom level 1.5%.

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