



# An Analysis of Code Mixing Used by Beauty Influencers in Tiktok

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## Abstract

The aims of this study were to analyze the types of code mixing used by beauty influencers in TikTok and the reasons of why they used code mixing in their videos. The method that used in this research is descriptive qualitative to collect the data from the transcript of beauty influencers' videos. Interviewing the beauty influencers is used to find out the reasons of why they use code mixing in their videos through Instagram's DMs. The writer selected three beauty influencers in TikTok as the sample of this research. After analyzing 21 videos from beauty influencers, the result of this research found that 954 utterances of code mixing which appeared in the transcript from beauty influencers' videos. From that, there were three types of code mixing based on Hoffman's theory as follows; intra-sentential code mixing, intra-lexical code mixing and involving change of pronunciation. Meanwhile, there was only one reason of why the beauty influencers used code mixing in their videos, that was because of habit.

**Keywords:** *code mixing, beauty influencers in TikTok.*

## Introduction

Richards and Platt (1992, p. 196) mention that language is a structure that consists of written, spoken and grammar that assemble becomes form of communication. By the combination of the speech into the word and the word become a sentence, people produce proper language to understand the meaning.<sup>1</sup> According to Jufrizal (2011) there are two systems of language those are a system of sound and a system of meaning which means language is arbitrary. The word of arbitrary is language will develop along with the times and we need to familiar with the language in order to be able to speculate precisely which specific features that will be present in particular language.

As language keep developing by the time, society use diversity of language to interact with one another. Notably in Indonesia, using more than one language is a common thing. Besides use the mother tongue and national language, Indonesian also use foreign language to communicate especially English. For instance, people mix Indonesian and English in the same time when having conversation. The style of mixing language in communication becomes a habit for Indonesian nowadays. The phenomenon of combining two or more languages is called code mixing. Code mixing is a branch of sociolinguistic where is purposed to show the phenomenon of language in society surroundings. Code mixing can be found in spoken term and written term. Muysken (2001) states that code mixing is a sentence of lexical items and grammatical features between two languages that emerge in a sentence.

Bokamba (1989) code mixing occurs only if people transform the units of linguistics in the shapes of affixes, words, phrases and clauses when pronouncing a sentence in order to get the listener understand the talking point of conversation. As Sukrisna (2019) says that people who can understand two languages called bilingualism while multilingualism for people who can understand more languages. Surely people using it because of various reasons as mentions by Kartini (2019), such as convenience, confidence, or might be already become a routine.

Code mixing is not utilized only for direct speech. However, it also uses for indirect speech. Indirect speech here is through social media. Social media is indirect communication that is become a primer need of human being. In order to manage the relationships, people need social media as a tool to keep and build the network where people keep being in touch each other. Davis (2016) says that social media is defined as a bunch of website and application that give an access to people for creation, communication and sharing various content. The example of social network platforms as follows TikTok, Twitter, Instagram, Facebook, WhatsApp and the others.

According to Hariyanti & Wirapraja (2018) beauty influencer is a public figure who takes a focus on beauty world in social media that has many followers to influence their followers. Haerunnisa, et al (2019) says that beauty influencer demanded to make a proper video of a beauty product that contains an information of that product.1/Beauty influencer usually shares about makeup, skincare, haircare or even their daily routines. Beauty influencer shares that content though videos in their personal page in media social, it can be reviewing makeup products, tutorial makeup, suggesting a good skincare or share about the hair care they use. Wattimena et al (2019) also states the same idea that beauty content that beauty influencer shares are makeup tutorial, how to take care of skin, review about beauty product, and personal life.1/

Nichita et al (2021) states that TikTok is capability to present a necessary

information in the screen format. TikTok is an application where people can create short video and using background music to upload it with every kind of content. The content can be beauty, education, tutorial, entertainment, marketing, dance or etc. Yu (2019) gives an opinion that TikTok is the lead platform where containing short video with music background which centered on vertical reading.<sup>1</sup> According to TikTok Newsroom (2021) says that TikTok gives 2-15 seconds per videos, with the developing recently, people can upload videos up to 3 minutes long. Besides, TikTok not only allow people to create a content video but also let people consume the contents itself. As Schellewald (2021) says that TikTok is an online application that enables people to create, share and consume short-video content.<sup>1</sup> In addition, according to Alexandro, Hariatama & Uda (2022) TikTok is a video application with aim to make people watch entertainment or educational videos content easily. Some people feel bored or not interested into long video, so TikTok can be option for people who want to get things of what they looking for.

In this research, the writer uses five related previous studies about analyzing code mixing that were conducted by other researchers. The first, conducted by Sutrisno & Ariesta (2019), entitled “Beyond the Use of Code Mixing by Social Media Influencers in Instagram”. the result of this research was the reason why the influencers use code mixing because they desire that Indonesian people sharpen their skill in the English language and they want to influence their followers that practicing and learning English is exciting. Habit also becomes the reason why they often use code mixing as well.

Nabila (2021) in her research entitled “An Analysis of Indonesian-English Code Mixing Used in social media (Twitter). The result told that six forms of code mixing found in Twitter, as follows: 53 data found in code mixing of word, code mixing of phrase 20 data, 8 data in code mixing of hybrid, code mixing of word repetition 1 data, 7 data in code mixing of idiom, and 25 data found in code mixing of clause.

Sukrisna (2019) in his research entitled “An Analysis of Using Code Mixing on Atta Halilintar’s Video YouTube Channel”. It found that the highest type was intra-sentential and the lowest type was involving a change of pronunciation in the types of code mixing. Meanwhile, in the levels showed that the word level was the dominant level and the lowest level was repetition word and idiom level.

Anggraini et al (2022), entitled “An Analysis of Code-Mixing Used by The Indonesian Top Selebgram in Social-Media in Product Endorsement”. The result of this research was, the first, insertion was the most dominant type of code mixing; second, the reasons of the use of code mixing was talking about the particular

topic as the most dominant reason; and the last, characteristics of the language in form of command, suggestion, invitation and also feeling expression of the subject was as directive speech acts that appeared dominantly.

Siregar (2022) in his research entitled "An Analysis of Code Mixing Used in the Move on Aja Movie".<sup>1</sup>The result in this research showed that there were 49 types of insertion expression of word/phrase/sentence in the conversation of the movie, 10 data found in alternation and 11 data found in congruent lexicalization.<sup>1</sup>

The related studies that the writer collects are about code mixing which relate to the writer's topic. The related studies also explain about the types of code mixing where it is the same to the writer's research question, that is the types of code mixing used by beauty influencers in TikTok. The related studies also figure out about the dominant types of code mixing, but in this research, the writer focuses on finding out the reasons why beauty influencers used code mixing in TikTok. In this research, the writer uses TikTok as the platform of social media where from the related studies, they use Instagram, Twitter, YouTube and Movie as the source of the data.

## **Method**

The purpose of this research is to analyze the types of code mixing used by beauty influencers in TikTok and the reasons of why they used code mixing in their videos. The research design is qualitative descriptive. Lambert & Lambert (2012) tells that Qualitative descriptive research purely data-derived in the codes that are produced from the data in the path of the study, which this method is needed when direct description of a symptom is desired.

This research was conducted within the period of May – October 2023 at English Study Program of Universitas Riau which is located at Bina Widya Campus, Km 12,5, Simpang Baru, Pekanbaru, 28293-Indonesia.

In this research, the writers used purposive sampling where the writers chosen the sample by themselves. The writers chosen the sample because in accordance with the research and can give the needed information. The beauty influencers are Vina Alfianti with username @thefabulousvin on TikTok, Ami Oktarina with username @amioktarina on TikTok, and Ananda with username @anda12064 on TikTok.

There are two instruments of this research to collect the data; videos and interview. The writers used videos from each beauty influencers to gain the data through observing the content in their videos, and writing the transcript of the content in their video. The writers interviewed the beauty influencer to get the reasons of why they using code mixing in their videos through Instagram DM of each beauty influencers. After collecting the data, the writers analyze the types of code mixing used by beauty influencers in TikTok, then validating by the three validators.

## Result

### 4.1.1. Types of Code Mixing Used

There were three types of code mixing that have been analysed in this research from 954 utterances. They were intra-sentential code mixing, intra-lexical code mixing, and involving change of pronunciation. From the transcript of videos that the writer analysed, the data of code mixing in videos presented and divided into each type of code mixing.

#### 4.1.1.1 Intra-Sentential Code Mixing

According to Hoffman (1991) Intra-sentential code mixing is the type that contains a phrase, clause or sentence in oral or written conversation, especially Indonesian-English. Some examples are described further below:

1. Hari ini gue mau ngasi tau top ten makeup product favorit gue dari Somethinc. (Ami Oktarina, 0:02)

The beauty influencer talked in Indonesian but mixed to an English phrase in the middle of the sentence. "Hari ini gue mau ngasi tau... favorit gue dari Somethinc." was the Indonesian utterance. Then suddenly the beauty influencer mixed to an English phrase "top ten makeup product".

From this utterance, it showed top ten makeup product as intra-sentential code mixing on phrase in the sentence because she mixed the languages in a sentence boundary. Therefore, it was classified as intra-sentential code mixing.

2. Ini aku tetap pakai primer ya buat dihidung (Ananda Savitri, 0:17)

The beauty influencer talked in Indonesian but mixed to an English word in the middle of the sentence. "Ini aku tetap pakai... ya buat dihidung" was the Indonesian utterance. Then suddenly the beauty influencer mixed to an English word "primer". From this utterance, it can be seen primer as intra-sentential on word, because she mixed the languages in a sentence boundary. Therefore, it was classified as intra-sentential code mixing.

3. Ini adalah video how I do my lebaran makeup. (Vina Alfianti, 0:01)

The beauty influencer talked in Indonesian but mixed to an English word in the middle of the sentence. "Ini adalah video" was the Indonesian utterance. Then suddenly the beauty influencer mixed to an English sentence "how I do my lebaran makeup". From this utterance, it showed how I do my lebaran makeup as intra-sentential on sentence, because she mixed the languages in a sentence boundary.

Therefore, it was classified as intra-sentential code mixing.

#### 4.1.1.2 *Intra-Lexical Code Mixing*

Hoffman (1991) states that intra-lexical Intra-lexical occurs when the speakers add the affixes to a word. Some examples are described further below:

1. Jangan lupa di-blend dulu habis itu (Ami Oktarina, 2:14)

The beauty influencer talked in Indonesian but added a prefix in the middle of the sentence. “Jangan lupa... dulu habis itu” was the Indonesian utterance. Then suddenly the beauty influencer mixed to a prefix “di-blend”. From this utterance, it showed “di-blend” as intra-lexical code mixing on prefix. Therefore, it was classified as intra-lexical code mixing.

2. Udah bingung sih look-nya jadi kayak gimana (Ananda Savitri, 2:13)

The beauty influencer talked in Indonesian but added a suffix in the middle of the sentence. “Udah bingung sih... jadi kayak gimana” was the Indonesian utterance. Then suddenly the beauty influencer mixed to a suffix “look-nya”. From this utterance, it showed “look-nya” as intra-lexical code mixing on suffix. Therefore, it was classified as intra-lexical code mixing.

#### 4.1.1.3 *Involving Change of Pronunciation*

This type of code mixing happens in the form of phonological level. When Indonesian people speak English, their words are pronounced into Indonesian phonetic structures.

1. Natural kayak gini bagus banget dibibir aku. (Vina Alfianti. 0:38)

The beauty influencer talked in an English word but pronounced into Indonesian phonetic structure. “Natural” should be pronounced as [ˈnatʃ(ə)r(ə)l], meanwhile she pronounced it as “natural”.

#### 4.2.1/*Reason Why Beauty Influencers Used Code Mixing*

People mix the language in an interaction/conversation due to some reasons. People have their own reasons for using code mixing. Reason can be different one to another. According to Hoffman (1991) there are 7 points possible reason of code mixing such as talking about particular topic, quoting somebody else, being emphatic about something, interjection, repetition used for clarification, expressing group identify and solidarity, and also clarifying the speech content for the interlocutor.

In this research, the writer found out that the reason why beauty influencers

used code mixing in TikTok was because of habit. After interviewing the beauty influencers through Instagram's DM's, three of them said the same thing that habits became the only reason they used code mixing in their videos in TikTok, they often use code mixing in daily life to communicate with each other. From that, Hoffman's theory was not related to the result that the writer was found, because the beauty influencers didn't mean to take code mixing as educational. They took it as a modern way to communicate with each other using two languages in the same sentence.<sup>1/</sup>

### **Conclusion**

Based on data analysis, it can be concluded that; first, code mixing that appeared in beauty influencers' videos in TikTok were intra-sentential code mixing, intra-lexical code mixing, involving change of pronunciation from 954 utterances. From that number, the writer found out that the most types of code mixing used in this research was intra-sentential code mixing, next was intra-lexical code mixing and the least was involving change of pronunciation. Meanwhile, the writer found that the reason why the beauty influencers used code mixing in their videos in TikTok was because of habit. Since habit was the only reason that the writer found, it can be concluded that it was not related to Hoffman's theory.

The limitation in this research was about analyzed the types of code mixing since so many videos and data. It took a long time to finish. On the other hand, in interviewing the samples, the results can be different one to another because it was about their perception and opinion. It cannot be the same as the theory at the previous.

#### 1) The Reader

To the reader, give benefit in expanding the analysis of theory about sociolinguistics, since there are many aspects that can be analyzed connected to the study of sociolinguistics mainly in the scope of code mixing in social media.

#### 2) English Students

By reading this research, the writer expects that English students can improve their knowledge about linguistic, especially about code mixing and types of code mixing. The writer also hopes this research will be useful as the source to read about code mixing.

#### 3) Other Writers

Hopefully this research can be referenced to other writers who want to

conduct research about code mixing. The writer expects more creativity to choose a sample, perhaps the other profession or other public figure in order to conduct research about code mixing. The writer hopes the analysis technique will be useful to other writer to get the data. Since code mixing is often found in society nowadays, the writer hopes other writers can explore more how to conduct the same topic in different ways, or even different media.

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