Code Mixing in Cooking Terms on Jesselyn MCI 8'S Tiktok Account in Gourmet with Jess Segment

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Abstract

This study investigates English–Indonesian code mixing in Gourmet with Jess, a TikTok series by MasterChef Indonesia Season 8 winner Jesselyn Lauwreen. Drawing on Charlotte Hoffman's (1991) typology and using a qualitative descriptive approach, 15 instances of code mixing were identified across 10 videos: 7 intra-sentential, 7 intra-lexical, and 1 pronunciation-based. Intra-sentential mixing (e.g., "Now aku bakal steam") appeared most frequently, often serving to enhance clarity and connect with viewers. Intra-lexical forms (e.g., "di-marinate," "garnish-nya") reflected creative integration of English into Indonesian grammar, while pronunciation-based instances (e.g., "chicken stock" adapted to local phonology) revealed processes of localization. These patterns indicate that code mixing functions as a deliberate communicative strategy shaped by platform norms, audience expectations, and the performative construction of culinary expertise. A key limitation is the small sample size, which may not fully capture broader code-mixing practices on digital platforms.

Keywords: *Code mixing; Culinary Discourse; Digital Linguistics; Intra-sentential; TikTok*

Introduction

Code mixing—the intentional blending of two or more languages within a single discourse—has become increasingly prominent in digital communication, especially on platforms like TikTok. For bilingual and multilingual users, code mixing serves not only as a practical tool for conveying meaning but also as a means of performing identity, expertise, and social alignment. TikTok, with its short-form video format, algorithm-driven visibility, and emphasis on visual storytelling, provides a unique linguistic environment where language is shaped by brevity, aesthetics, and audience engagement.

A striking example of this phenomenon can be seen in the TikTok series Gourmet with Jess by Jesselyn Lauwreen, the winner of MasterChef Indonesia Season 8. In her cooking tutorials, Jesselyn frequently inserts English culinary terms into Indonesian sentences—for instance, "Now aku bakal steam" or "blend semuanya dulu baru kita tuang ke loyang." These instances of code mixing are not merely casual borrowings; they function as strategic communicative tools to project authority, align with global culinary standards, and appeal to a linguistically diverse audience.

Despite the growing body of research on bilingual discourse in digital media, code mixing within the specific context of culinary content on TikTok remains underexplored. While studies have examined language use in educational content, scripted television, or multicultural family vlogs, few have addressed how professional influencers use domain-specific vocabulary—particularly English cooking terms—to navigate branding, audience engagement, and identity performance in informal, self-produced content. The interactive and performative nature of TikTok videos further distinguishes them from longer-form content on platforms like YouTube or Instagram.

Existing frameworks such as Charlotte Hoffman's (1991) classification of code mixing and Muysken's (2000) typology provide foundational tools for identifying the structural forms of code mixing (e.g., intra-sentential and intra-lexical). However, these models were developed prior to the rise of multimodal, short-form video platforms. They do not fully account for the dynamic, edited, and feedback-driven nature of TikTok communication, where linguistic choices are tightly interwoven with visual cues, algorithmic pressure, and platform aesthetics.

In light of these gaps, this study addresses the following question: How and why does Jesselyn Lauwreen integrate English culinary terms into Indonesian discourse in her TikTok series *Gourmet with Jess*? To answer this, the research sets out three objectives: (1) to identify and categorize the types of code mixing used, with a focus on intra-sentential and intra-lexical forms; (2) to analyze the communicative motivations behind these linguistic choices, such as enhancing clarity, performing culinary authority, or increasing relatability; and (3) to examine how TikTok's platform-specific features influence these patterns of language use. By situating the study at the intersection of bilingualism, digital performance, and culinary discourse, this research contributes to the evolving sociolinguistic understanding of how language functions in influencer-driven, platform-mediated environments.

Method

This study employed a qualitative descriptive research design to investigate the use of English–Indonesian code mixing in the TikTok cooking videos of Jesselyn Lauwreen, specifically within her series Gourmet with Jess. Grounded in sociolinguistic theory, the research drew solely on Charlotte Hoffman's (1991) functional categories of code mixing to examine the communicative purposes behind the bilingual elements present in Jesselyn's culinary discourse. Ten TikTok videos were purposively selected from her official account, using inclusion criteria that ensured each video featured complete cooking instructions, verbal narration in both Indonesian and English.

These videos were transcribed verbatim, with particular attention to spoken segments containing mixed-language expressions. The analysis began with identifying and extracting all instances of code mixing from the transcriptions, focusing on English lexical items, phrases, and clauses embedded within Indonesian discourse. Each code-mixed instance was then analyzed functionally using Hoffman's framework, which includes purposes such as emphasizing a message, clarifying meaning, expressing solidarity or identity, and quoting or mimicking others. For example, the phrase "Masukkan daging, and make sure it's golden brown" was interpreted as an instance of emphasis and instructional clarity.

To ensure contextual accuracy, the functional interpretation of each utterance considered surrounding discourse, tone, and accompanying visual or gestural cues. A coding sheet was used to systematically categorize each function, supported by representative transcript excerpts. To enhance reliability, an independent coder reviewed a subset of the data, and differences were resolved through consensus. Ethical considerations were also addressed: all videos analyzed were publicly accessible, no content was modified or redistributed, and attribution was given to the creator. The study followed ethical standards for digital content research, ensuring respectful engagement with online materials.

Results

This section presents the types and frequencies of code mixing found in 10 videos from the Gourmet with Jess TikTok segment, using Charlotte Hoffman's (1991) typology. The analysis identified three types of code mixing: intra-sentential code mixing, intra-lexical code mixing, and code mixing involving a change in pronunciation. The data were categorized and quantified based on recurring patterns across Jesselyn's speech.

Table 1. The analysis code mixing in cooking terms on Jesselyn Tiktok account

Type of Code Mixing	Frequency	Example	English Translation	Context
Intra-sentential	7	Now aku bakal steam.	Now I'm going to steam (it).	Beginning of a cooking step
		The shells aku bakal toast di oven.	I'll toast the shells in the oven.	Final preparation step
		Ini bakal jadi chicken stock.	This will become chicken stock.	Explaining broth base
		Aku juga mau buat kayak crumble gitu.	I also want to make something like crumble.	Dessert making
		Ini semuanya aku udah debone.	I've already deboned all of this.	Meat preparation
		Oke jadi kayak Chinese stir fry beef dengan sayur.	Okay, like a Chinese stir-fry beef with veg.	Dish naming
		Aku bakal masak sampai dia agak browning.	I'll cook it until it's a bit browned.	Cooking progress
Intra-lexical	7	Tara garnish-nya.	Here's the garnish.	Final plating
		Aku bakal chop dulu semuanya.	I'll chop everything first.	Ingredient prep
		Sebelum aku blend, aku masukin ke wadah.	Before I blend (it), I'll put it in a container.	Tool usage explanation
		Crumble-nya aku udah buat.	I've already made the crumble.	Step summary
		Ini dough-nya.	This is the dough.	Dough handling
		Toast a little bit, dikit aja.	Just toast it a little.	Cooking technique

		Jadi aku bakal shred gitu.	*So, I'm going to shred (it), like that.*	*Meat texture instruction*
Pronunciation-based	*1*	*Chicken stock (with Indonesian phonology)*	*—*	*Narrating broth preparation*

Discussion

The findings of this study demonstrate that Jesselyn Lauwreen's use of code mixing in her TikTok series "Gourmet with Jess" is a purposeful and strategic form of communication. Her bilingual language choices are shaped by her fluency in both English and Indonesian, her background in the culinary arts, and the unique characteristics of the TikTok platform. Each type of code mixing observed in her videos serves a specific function and reveals deeper insights into how language operates in digital food-related content.

A. Intra-sentential Code Mixing

The most frequently observed type of code mixing in Jesselyn's videos is intra-sentential code mixing. This involves inserting English words or phrases into Indonesian sentences. Examples such as "Now aku bakal steam" and "Chinese stir fry beef dengan sayur-sayuran" show how English culinary terms are smoothly integrated into Indonesian speech. This blending reflects Jesselyn's confidence in using both languages and allows her to give more precise instructions, especially when Indonesian lacks direct equivalents for certain cooking techniques. This supports Hoffman's (1991) view that code mixing is not a form of linguistic interference, but a natural and functional feature of bilingual communication. It also aligns with findings from Yusuf and Gapur (2024), who observed that judges and contestants on MasterChef Indonesia used English culinary terms to signal professionalism and technical precision. Jesselyn's digital content replicates this trend in a more informal, user-driven context.

B. Intra-lexical Code Mixing

Intra-lexical code mixing, such as di-marinate, garnish-nya, or shred gitu, combines English root words with Indonesian affixes or informal expressions. These forms are creative and show how bilingual speakers adapt foreign terms to fit local linguistic norms. This type of mixing helps Jesselyn connect with her Indonesian audience while still using global culinary vocabulary. It also reflects the way digital media encourages language users to innovate and personalize their speech, creating hybrid expressions that are both familiar and modern. This observation echoes the findings of Zebua et al. (2025), who reported that Instagram influencers often modified English terms with Indonesian

morphological markers to increase relatability and aesthetic appeal in their captions.

C. Code Mixing Involving Pronunciation Change

This type of code mixing was the least common and appeared only once in the data. It involves pronouncing English words with an Indonesian accent, such as in the phrase "chicken stock." While limited in number, this example shows how pronunciation can be adjusted to make foreign terms more accessible to local viewers. However, the rarity of this type suggests that Jesselyn may intentionally keep the original pronunciation of English terms to maintain a sense of professionalism and global appeal.

Conclusion

This study reveals that English–Indonesian code mixing in Jesselyn Lauwreen's Gourmet with Jess TikTok series is a purposeful and strategic linguistic practice rather than random language switching. Employing Charlotte Hoffman's (1991) typology, the analysis identified three primary types of code mixing: intra-sentential, intra-lexical, and pronunciation-based. Intra-sentential mixing predominated, showcasing Jesselyn's fluency in embedding English culinary terms within Indonesian discourse to achieve both communicative clarity and stylistic nuance.

Meanwhile, intra-lexical mixing demonstrated innovative linguistic blending through the adaptation of English roots into Indonesian morphological structures, reflecting localized language creativity. The single example of pronunciation-based mixing further highlighted an attentiveness to audience familiarity and accessibility. Beyond lexical necessity, these code-mixing practices functioned as deliberate strategies to convey culinary expertise, construct a globalized identity, and enhance viewer engagement. The affordances of the TikTok platform—its short video format, editing tools, and interactive feedback mechanisms—also shaped the frequency and forms of linguistic choices, situating code mixing firmly within both social and digital contexts. Thus, the findings affirm that code mixing in this online culinary discourse reflects broader dynamics of bilingual communication in globalized digital media environments.

Limitations and Future Directions

This study's scope was limited to a small sample of ten TikTok videos from a single culinary influencer, without incorporating audience reception or regional language variation. Future research should expand to include diverse influencers and platforms, analyze audience engagement quantitatively, and track longitudinal changes in code mixing patterns. Such investigations would deepen understanding of how bilingual digital creators navigate identity, professionalism, and communication amidst evolving social media landscapes.

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