

**CODE MIXING AS A FEATURE OF COMMUNICATION IN A
YOUTUBE PODCAST: A QUALITATIVE STUDY OF CINTA
LAURA KIEHL AND RADITYA DIKA CONVERSATION**

A Skripsi

Submitted to the Department of English Education in a Partial fulfillment of the
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(Bachelor of Art) in English Language Education



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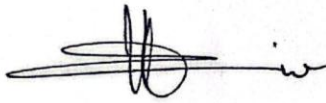


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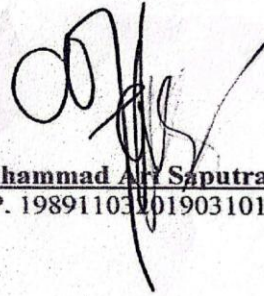
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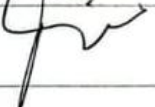
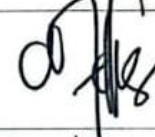
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ABSTRACT

Romaito Batubara (NIM. 22130010) *Code Mixing as a Feature of Communication in a Youtube Podcast: a Qualitative Study of Cinta Laura Kiehl and Raditya Dika Conversation.*

This study aims to analyze the use of code mixing in the conversation between Cinta Laura Kiehl and Raditya Dika in a YouTube podcast. This study focuses on two aspects: the types of code mixing found in the conversation and the factors influencing its use. This research employed a descriptive qualitative method. The data source was a YouTube podcast entitled “Strategi Kreatif yang Berangkat dari Keresahan Personal | RADITYA DIKA | C.E.O.,” published on the @CintaLauraKiehlOfficial YouTube channel on May 9, 2026. The podcast has a duration of approximately 1 hour, 8 minutes, and 11 seconds. The unit of analysis was utterances containing Indonesian and English linguistic elements. The data were identified and classified based on Muysken’s (2000) theory, which consists of insertion, alternation, and congruent lexicalization. The factors influencing the use of code mixing were analyzed based on Hoffmann’s (1991) theory. The findings identified 102 instances of code mixing, consisting of 44 instances of insertion (43.13%), 39 instances of alternation (38.23%), and 19 instances of congruent lexicalization (18.62%). The findings also revealed eight factors influencing the use of code mixing: talking about a particular topic, quoting somebody else, being emphatic about something, interjection, repetition for clarification, expressing group identity, clarifying speech content for the interlocutor, and expressing emotions. Among these factors, talking about a particular topic had the highest frequency, with 48 instances (48.96%), while quoting somebody else and repetition for clarification had the lowest frequencies, with 2 instances each (2.04%). These findings indicate that Indonesian-English code mixing in the podcast conversation is influenced by the speakers’ conversational purposes and contextual needs.

Keywords: *Code Mixing, Bilingualism, Sociolinguistic, YouTube podcast, digital communication.*

ABSTRAK

Romaito Batubara (22130010) *Code Mixing as a Feature of Communication in a Youtube Podcast: a Qualitative Study of Cinta Laura Kiehl and Raditya Dika Conversation.*

Penelitian ini bertujuan untuk menganalisis penggunaan campur kode dalam percakapan antara Cinta Laura Kiehl dan Raditya Dika dalam sebuah podcast YouTube. Penelitian ini berfokus pada dua aspek, yaitu jenis-jenis campur kode yang ditemukan dalam percakapan dan faktor-faktor yang memengaruhi penggunaannya. Penelitian ini menggunakan metode deskriptif kualitatif. Sumber data penelitian adalah podcast YouTube berjudul “Strategi Kreatif yang Berangkat dari Keresahan Personal | RADITYA DIKA | C.E.O.,” yang dipublikasikan di kanal YouTube @CintaLauraKiehlOfficial pada 9 Mei 2026. Podcast tersebut berdurasi sekitar 1 jam, 8 menit, dan 11 detik. Unit analisis dalam penelitian ini berupa ujaran yang mengandung unsur linguistik bahasa Indonesia dan bahasa Inggris. Data diidentifikasi dan diklasifikasikan berdasarkan teori Muysken (2000), yang terdiri atas insertion, alternation, dan congruent lexicalization. Faktor-faktor yang memengaruhi penggunaan campur kode dianalisis berdasarkan teori Hoffmann (1991). Hasil penelitian mengidentifikasi 102 kasus campur kode, yang terdiri atas 44 kasus insertion (43,13%), 39 kasus alternation (38,23%), dan 19 kasus congruent lexicalization (18,62%). Hasil penelitian juga menunjukkan adanya delapan faktor yang memengaruhi penggunaan campur kode, yaitu membicarakan topik tertentu, mengutip orang lain, menegaskan sesuatu, penggunaan interjeksi, pengulangan untuk klarifikasi, mengekspresikan identitas kelompok, memperjelas isi tuturan bagi lawan bicara, dan mengekspresikan emosi. Di antara faktor-faktor tersebut, membicarakan topik tertentu memiliki frekuensi tertinggi, yaitu sebanyak 48 kasus (48,96%), sedangkan mengutip orang lain dan pengulangan untuk klarifikasi memiliki frekuensi terendah, masing-masing sebanyak 2 kasus (2,04%). Temuan ini menunjukkan bahwa penggunaan campur kode bahasa Indonesia-Inggris dalam percakapan podcast dipengaruhi oleh tujuan percakapan dan kebutuhan kontekstual para penutur.

Kata kunci: **Campur Kode, Bilingualisme, Sociolinguistik, Podcast YouTube, Komunikasi Digital.**

MOTTO

قُلْ لَنْ يُصِيبَنَا إِلَّا مَا كَتَبَ اللَّهُ لَنَا هُوَ مَوْلَانَا وَعَلَى اللَّهِ فَلْيَتَوَكَّلِ الْمُؤْمِنُونَ

“Say, ‘Nothing will ever befall us except what Allah has destined for us. He is our Protector. And in Allah let the believers put their trust.’”
(QS. At-Taubah: 51)



DEDICATION

This Thesis is dedicated to:

- My beloved parents, who have always been my greatest source of love, prayers, strength, and support. Thank you for every sacrifice, encouragement, and prayer that has accompanied me throughout this journey. This achievement would not have been possible without you.
- My beloved siblings, Tina, Tini, Arini, and Aura, thank you for your endless support, kindness, encouragement, and for always being there for me throughout this journey.
- My beloved nieces and nephews, thank you for bringing happiness, laughter, and warmth into my life. Your smiles have always been a source of joy and encouragement.
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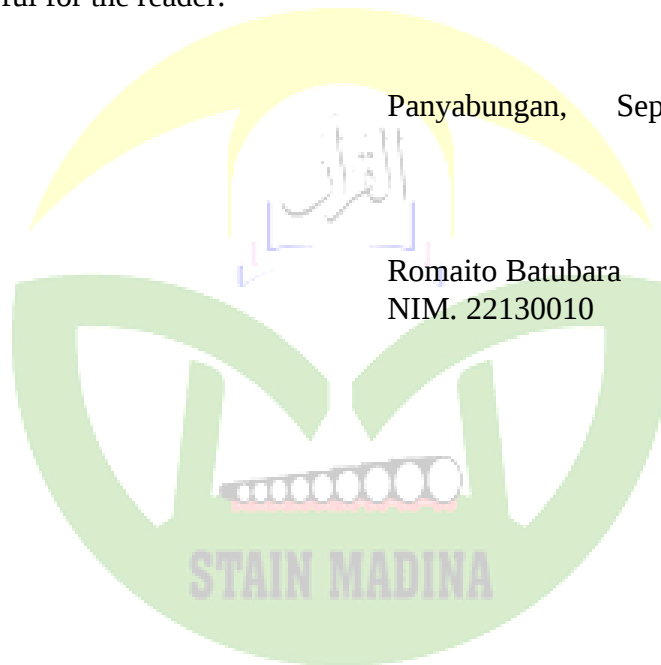


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CHAPTER I

INTRODUCTION

A. Background of The Study

In everyday life, human beings cannot be separated from the activity of interacting with others. Through interaction, people build social relationships, exchange information, share experiences, express feelings, and convey various ideas. Interaction can take place in various situations, either directly or through media that continue to develop alongside technological changes. The development of communication technology has expanded the scope of interaction, as people can communicate with others through various digital media. Although the forms and media of communication continue to develop, language remains an essential part of the process of conveying and receiving messages.

Language does not only function as a means of conveying information but is also closely related to human social life. Through language, individuals can establish relationships with others and adjust the way they communicate according to the situations they encounter. Language use may vary depending on the interlocutor, social relationship, topic of conversation, environment, and communicative purpose. Fromkin et al. (2014) explain that language is a human capacity used for communication and interaction. This indicates that language is not only related to linguistic structure but is also used in various social activities. Therefore, language use needs to be understood not only in terms of its linguistic forms but also based on the social context in which it occurs.

The relationship between language and human social life is one of the main concerns of sociolinguistic studies. Sociolinguistics is a branch of linguistics that examines the relationship between language and society and how language is used in social contexts. Wardhaugh & Fuller (2021) explain that sociolinguistics studies the relationship between language and society as well as various social factors that influence language use. In an interaction, speakers may choose particular linguistic forms based on who their interlocutor is, what is being discussed, and the

communicative situation. Thus, sociolinguistic studies make it possible to understand language use as part of human social activities.

One phenomenon related to language use in society is bilingualism. In an environment where more than one language is used, individuals may use two or more languages in communication. Hoffmann (1991) explains that bilingualism is related to the use of two or more languages by individuals or within a society. In practice, bilingual speakers do not always use each language separately. They may draw on linguistic resources from the languages they know according to their communicative needs and context. Contact between two languages may result in various linguistic phenomena, one of which is code mixing.

The phenomenon of bilingualism can be found in Indonesian society, which is characterized by considerable linguistic diversity. Indonesian is used as the national and official language, while various regional languages continue to be used in everyday life. In addition, English is widely used in various fields, such as education, employment, technology, entertainment, business, and digital communication. This situation creates contact between Indonesian and English in various communicative contexts. One form of language contact that may emerge in such situations is the use of English elements within utterances in which Indonesian functions as the primary language.

The use of elements from two languages within a single utterance is known as code mixing. Muysken (2000) in *Bilingual Speech: A Typology of Code-Mixing*, describes code mixing as a phenomenon involving the combination of elements from different languages in bilingual speech. Such mixing may involve various linguistic elements and may occur within the same utterance structure. Muysken (2000) classifies code mixing into three main patterns: insertion, alternation, and congruent lexicalization. Insertion refers to the insertion of elements from one language into the structure of another language: alternation refers to the alternation between structures from different languages: while congruent lexicalization refers to the use of lexical elements from different languages within a shared grammatical structure. This classification can be used to identify and analyze forms of code mixing that occur in bilingual communication.

As communication continues to develop, code mixing is not only found in everyday conversations but can also be found in various forms of digital communication. Technological development enables interactions to take place through various platforms that can reach wider audiences. Digital communication also provides speakers with greater flexibility in using language according to the context and characteristics of the communication. The use of Indonesian and English simultaneously can be found in various types of digital content, including content related to education, entertainment, lifestyle, employment, and the creative industry. This condition makes digital media a relevant environment for observing the phenomenon of code mixing Rustan & Ajiegoena (2023).

One of the platforms widely used for communication and the distribution of digital content is YouTube. Burgess, J., & Green (2018), in *YouTube: Online Video and Participatory Culture*, describe YouTube as a video platform that has developed into a space where users produce, share, and consume various forms of content. YouTube does not only function as a platform for watching videos but also as a space for interaction between content creators and audiences. Various forms of communication can be found on the platform, including interviews, discussions, entertainment, and podcasts. The diversity of content available on YouTube makes it a relevant medium for observing language use in digital communication.

One form of content that has developed on YouTube is the podcast. Llinares et al. (2018) describe podcasting as part of the development of audio culture and digital media that has emerged alongside changes in technology and media practices. Podcasts allow speakers to convey ideas and engage in conversations in a relatively flexible format. In its development, podcast content has also increasingly been presented in video form through YouTube, allowing conversations between hosts and guests to be viewed by audiences through audiovisual recordings. These characteristics make podcasts a form of digital communication that can provide linguistic data in the form of relatively long and interactive conversations.

Conversations in podcasts have characteristics that differ from written communication because speakers and interlocutors can respond directly and

develop the discussion according to the situation at hand. Speakers can ask questions, answer questions, express opinions, explain experiences, respond to others, and add information spontaneously. Such situations may allow various language choices to emerge, including the use of more than one language within a single conversation. Therefore, podcasts provide an interesting context for examining how bilingual speakers use language in public communication through digital media.

This phenomenon can be observed in a YouTube podcast featuring Cinta Laura Kiehl and Raditya Dika, entitled “**Strategi Kreatif yang Berangkat dari Keresahan Personal | RADITYA DIKA | C.E.O.**”. The conversation in the video discusses various topics related to creativity, personal experiences, the process of producing creative works, and professional life in the creative industry. These topics provide a context in which English terms or expressions may appear alongside the use of Indonesian. Therefore, the conversation between Cinta Laura Kiehl and Raditya Dika provides a relevant context for examining code mixing in bilingual communication through a YouTube podcast.

In the conversation, the researcher will identify utterances containing English elements within the use of Indonesian. Examples of utterances containing *code mixing* will be included based on the original data obtained from the podcast video. Some examples can be presented as follows:

- “Tapi kalau Radit, *I feel like you're never really awkward* saat berhadapan dengan banyak orang.”
- “Kalau kita sangat *honest* dengan kekurangan kita dengan tahu bahwa aku cukup tanpa harus punya validasi orang lain.”
- “Apakah *simply* untuk ngelucu, ingin *proving a point*?”
- “Dan ternyata kalau aku ngomong dan aku ada komedi di dalamnya, *people actually look for me* gitu.”
- “Apakah ada formula yang udah di-*unlock* oleh Radit sehingga oh comedy versi aku tuh gini karena aku udah tahu formulanya atau sesuatu yang instintual yang datang dari dalam.”

The utterances will then be analyzed based on the forms of code mixing used. The analysis will consider the linguistic elements being mixed as well as the overall structure of the utterances. Using Muysken (2000) classification, each item of data can be categorized as *insertion*, *alternation*, or *congruent lexicalization* according to its linguistic characteristics. In addition to identifying the types, this study will also examine the context in which code mixing occurs in order to determine the factors underlying the use of English elements in the conversation. The use of code mixing in the conversation is important to investigate because language mixing does not merely indicate the use of two languages but may also be related to the communicative context. Speakers may use English elements because certain terms are more commonly used in particular topics, because of their language habits, because the terms are considered more appropriate or easier to use, or because speakers intend to convey a particular meaning in the conversation. Therefore, the analysis of code mixing needs to consider not only its linguistic forms but also the factors underlying its occurrence in interaction Mustafayeva et al. (2025).

The selection of the conversation between Cinta Laura Kiehl and Raditya Dika as the research object is based on several considerations. First, the video presents a conversation between two speakers, allowing the study to examine code mixing as it occurs in interaction rather than focusing only on the language use of a single speaker. Second, the podcast format allows the conversation to take place in an interactive and relatively spontaneous manner. Third, the topics related to creativity, personal experiences, and professional life provide a relevant context for observing the use of Indonesian and English. Fourth, the conversation is part of public communication through YouTube and therefore provides an opportunity to examine the use of code mixing in the context of digital communication Abdulloh et al. (2024).

Research on code mixing in digital media has been conducted by several researchers. (Atmaja, 2022; Fadhillah et al., 2025; Perlina & Agustinah, 2022; Wardana, 2024). These studies demonstrate that the use of more than one language on Youtube and podcasts has become one of the topics examined in sociolinguistic research.

Nevertheless, The research gap in the present study is therefore not based on the claim that the conversation between Cinta Laura Kiehl and Raditya Dika has never been studied before. Instead, the gap lies in the combination of the research context, theoretical classification, and analytical focus.

The Novelty of this study lies in two main aspects. First, this study presents a new interactive context: a conversation between two bilingual public figures, Cinta Laura Kiehl and Raditya Dika, who have never before been studied together as subjects in a code mixing analysis of Youtube podcasts. Second, this study not only identifies types of code mixing using Muysken (2000) typology insertion, alternation, and congruent lexicalization but also analyzes the factors underlying the use of code mixing based on the communicative context of each utterance. Thus, this study is expected to make a more specific contribution to the development of sociolinguistic research, particularly regarding code mixing practices in digital communication in the form of Youtube podcasts.

Based on this novelty, this study focuses on two main aspects: the types of code mixing that appear in the conversations between Cinta Laura Kiehl and Raditya Dika, and the factors that influence its use. The analysis was conducted using Muysken (2000) classification of code mixing, while the contributing factors were examined through the context of the utterances, the topics of conversation, the communicative situations, and the purposes behind the use of both Indonesian and English language elements. This study employs a qualitative approach because the data analyzed consists of utterances in podcasts, which require in depth interpretation of linguistic forms and their contextual usage.

In this study, the phrase “as a feature of communication” refers to the presence and use of Indonesian-English code mixing as part of the speakers’ language practices during the podcast conversation. It does not constitute a separate research variable or research question. Rather, it provides the broader context for examining the types of code mixing and the factors influencing their use. Therefore, the analysis remains limited to the two research questions concerning the types of code mixing and the factors influencing its use.

Through this study, the researcher hopes to contribute to the development of sociolinguistic research, particularly in understanding how code mixing is used as a communication strategy in digital media. Furthermore, the results of this study are expected to serve as a reference for future research examining the phenomena of bilingualism, code mixing, and digital communication on the Youtube platform. Therefore, the researcher is interested in conducting a study titled “ **CODE MIXING AS A FEATURE OF COMMUNICATION IN A YOUTUBE PODCAST: A QUALITATIVE STUDY OF CINTA LAURA KIEHL AND RADITYA DIKA CONVERSATION.**”

B. Formulation of the Study

Based on the background described above, the research questions for this study are as follows:

1. What types of code mixing are found in Cinta Laura Kiehl and Raditya Dika's conversation in the selected YouTube podcast?
2. What are the factors influencing the use of code mixing in their conversation?

C. Objectives of the Study

The objectives of this study are:

1. To identify and describe the types of code-mixing found in the conversation between Cinta Laura Kiehl and Raditya Dika.
2. To analyze the functions or factors that influence the use of code mixing in that conversation.

D. Significance of the Study

This study is expected to provide the following benefits:

1. Theoretically
 - Contributes to sociolinguistic studies, particularly regarding code mixing in digital communication.
2. Practically
 - a. For Students: serves as a reference for sociolinguistic research.
 - b. For Lecturers/Teachers: enhances understanding of code mixing in digital media.
 - c. For Future Researchers: serves as a reference for similar research.

E. Definition of Key Terms

To avoid misunderstandings in this study, the following are the operational definitions, of the terms used:

1. Sociolinguistics

Sociolinguistics is the study of the relationship between language and society, particularly how social factors and social contexts influence the way people use language in communication (Wardhaugh & Fuller, 2021). In this study, sociolinguistics provides the general theoretical background for examining bilingual language use and code mixing in the conversation between Cinta Laura Kiehl and Raditya Dika.

2. Bilingualism

Bilingualism refers to the ability or habitual use of two languages in communication. Bilingual speakers may choose and use different languages according to the topic, purpose, interlocutor, and communication situation (Hoffmann, 2014). In this study, bilingualism refers to the use of Indonesian and English by Cinta Laura Kiehl and Raditya Dika during their conversation.

3. Code Mixing

Code mixing refers to the use of linguistic elements from two languages within the same utterance (Muysken, 2000). In this study, code mixing refers specifically to the combination of Indonesian and English linguistic elements found in the conversation between Cinta Laura Kiehl and Raditya Dika..

4. Types Of Code Mixing

Types of code mixing refer to the different ways in which linguistic elements from two languages are combined in an utterance. This study adopts Muysken's (2000) classification, which consists of insertion, alternation, and congruent lexicalization. These three types are used to classify the code mixing found in the selected podcast conversation.

5. Factors of Causing Code Mixing

Factors influencing code mixing refer to the reasons or circumstances that encourage speakers to mix elements from different languages during communication. Based on Hoffman (1991), the factors considered in this study

include talking about a particular topic, quoting somebody else, being emphatic about something, interjection, repetition used for clarification, expressing group identity, intention of clarifying the speech content for the interlocutor, and expressing emotions.

6. YouTube Podcast as Digital Communication

YouTube podcast as digital communication refers to a podcast presented in video form and distributed through YouTube as a digital platform. Podcasts provide a space for conversations, interviews, discussions, and other forms of spoken interaction. In this study, the YouTube podcast functions as the context and source of data for examining the use of Indonesian-English code mixing in the conversation between the two speakers (Burgess & Green, 2018).

