

Analisis Campur Kode Dalam Media Sosial Twitter: Kajian Sociolinguistik

An sAnalysis Code-Mixing Found In Social Media Twitter: Sociolinguistic Approach

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ABSTRAK

Di era milenial ini, banyak remaja yang mencampurkan bahasa Indonesia dengan bahasa lain. Pencampuran bahasa yang paling sering digunakan adalah bahasa Indonesia dan bahasa Inggris. Pencampuran bahasa ini bisa ditemukan di media sosial Twitter. Di platform ini, masyarakat bisa memposting apapun yang mereka inginkan dan menggunakan bahasa apapun. Penelitian ini mendiskusikan penggunaan campur kode dalam Twitter Indonesia. Campur kode adalah penggunaan dua bahasa dengan memasukkan satu bahasa ke bahasa lain dalam satu kalimat. Tujuan penelitian ini adalah untuk mengetahui tipe-tipe campur kode yang digunakan oleh masyarakat Indonesia pada postingan di media sosial Twitter. Penelitian ini menggunakan metode deskriptif kualitatif untuk menganalisis data dengan menggunakan teori Muysken. Sumber data pada penelitian ini adalah media sosial Twitter. Data pada analisis berupa postingan-postingan di Twitter. Teknik analisis data pada penelitian ini menggunakan teknik catat. Hasil penelitian menunjukkan bahwa pada postingan di Twitter terdapat beberapa jenis penggunaan code mixing seperti alteration, insertion, and congruent lexicalization.

Kata Kunci : *Media sosial, Twitter, Campur kode*

ABSTRACT

In this millennial era, many young people mix Indonesian with other languages. The most common is the mixing of Indonesian and English. This mixing language can be found in the social media like Twitter. In this platform, people can post everything they want and use any language. This research discusses English code mixing on Indonesian Twitter. Code mixing is the use of two languages or more by inserting one language elements into another language

element in one sentence. The purpose of this research is to discover the types of code mixing used by Indonesians. A descriptive qualitative method is applied to analyze the data using Muysken theory. The data source used in this research is social media Twitter. The data in the analysis is in the form of posts on Twitter. The data analysis technique in this research used the note-taking technique. The results of the research show that in postings on Twitter there are several types of code mixing such as alteration, insertion, and congruent lexicalization.

Keywords: Social media, Twitter, Code mixing

INTRODUCTION

Many young people in this millennial era mix Indonesian with other languages. Indonesian and Korean, Indonesian and Japanese, and the most common combination is Indonesian and English. Language mixing can be found everywhere, including social media, news, TV commercials, magazines, and so on. This language combination is used in commenting, writing captions, making videos, and even speaking. However, some people use the combination of language simply to follow the trend; they are unaware of the true meaning of the sentence.

Code-mixing is the combination of two languages in a single utterance. According to Wardhaugh (as cited in Virginia & Ambalegin (2021), code-mixing occurs when different languages are mixed in the same clause in one speech. A person who mixes languages will typically use one dominant language and then combine it with other languages for a specific purpose. Language fusion is very common on social media platforms such as Twitter. Twitter is a social media platform that allows users to chat and share precious moments in the form of text, photos, or videos. This application is also available for free. More than 2 billion people from all over the world have used this application. Twitter is simple, dependable, and private, making it simple to stay in touch with friends and family. Twitter is accessible via mobile and desktop devices.

Virginia & Ambalegin (2021) have also conducted research on code mixing in social media. The researchers examined the type of code mixing in Titan Tyra's Brown Sugar Battle video. The data came from YouTube videos that were posted on June 17th, 2019. The researchers used an observational method and a non-participatory technique to collect data. The Muysken theory was used by the researchers to analyze the data. The analysis results show that there are 31 insertion data and 22 congruent lexicatization data.

Rianita & Yani (2021) conducted the second study. Their study's goal was to identify the types of language used in bilingual business advertisements. The subject of this study are 36 business advertisements found on Bandung's main streets. This study employed qualitative

analysis. The researchers discovered the result after analyzing 36 pieces of data. According to the findings, Indonesian is still slightly more dominant than English (57.72%:42.28 %). It can be concluded that the error rate for mixed language use errors is relatively low, with 13 ads out of 36 containing errors.

The previous and current studies both used Muysken (2000) theory and had the same goal of code mixing. The data source is distinct. The previous study used YouTube and advertisements, but this study used the social media platform Twitter. This study looked specifically at the different types of code mixing on Twitter posts.

Based on the foregoing, the author's research titled "Analysis of the Use of Code Mixing in Twitter Posts: Sociolinguistic Approach" is both interesting and important. Because of the background factor for tweets that use code mixing, the author chose this title. The formulation of the research problem is what types of code mixing exist in Twitter posts. The purpose of this research is to describe the various types of code mixing that occur in Twitter posts. The findings of this study are expected to be useful as background information on the culture of code mixing on Twitter and as a reference for future research.

Code-mixing, also known as language code mixing, is the communication of two languages that use different language elements. According to Rokhman (as cited in Nurlaela & Mangendre, 2022), code mixing is the use of two or more languages by consistently incorporating elements of one language into another. Gunawan and Suparti (as cited in Nurlaela & Mangendre, 2022), stated the same thing, stating that language code-mixing occurs when a speaker uses two different languages in an utterance. Code-mixing is a linguistic phenomenon that occurs when speakers in a society are bilingual or multilingual.

Muysken (2000), classified code mixing into three categories: a) Insertion (word phrase) Approaches that depart from the notion of insertion new to constraint in terms of structural properties of some base or matrix structures. The process of code mixing is conceived of here as something borrowed. For example, when is the next meeting? b) Alteration, approaches departing from alteration view the constraint on mixing in terms of the language involved at the switch point's capability or equivalence. For example, ngeprint how much lembar is required. c) Congruent lexicalization (dialect), the concept of congruent lexicalization emphasizes the study of style shifting and dialect/standard variation over bilingual language use itself. "How are you?" for example. I'm sam. Thank you for your time. It's a pleasure to meet you.

RESEARCH METHODOLOGY

In this study, qualitative research was used to present descriptive data through utterances or written words. This study's data comes from Twitter posts. The data in this study are words in Twitter posts that contain code-mixing. The researchers used the observational method to collect data. The observational method is a data collection method that involves observing the data (Sudaryanto, 2015). Additionally The researchers used the note-taking technique to collect data. This study used the bilingual-differentiating identification method and the differentiating comparative link technique to analyze the data (Sudaryanto, 2015). Furthermore, the data analysis theory is types of code mixing proposed by Muysken (2000).

RESULT AND DISCUSSION

This study discovered code mixing in Twitter posts. There were 20 code mixing posts. Insertion, alternation, and congruent lexicalization are the three types. The data were analyzed and classified using Muysken (2000) theory of insertion, alternation, and congruent lexicalization.

Data 1

“**Guys urgent** bgt tolong dijawab emang kalo belum vaksin **booster** lebih dari 8 bulan harus ulang lagi dari vaksin pertama?”

The preceding statement demonstrated the phenomenon of language or code mixing. Three words were inserted by the influencer into an Indonesian sentence. As a result, the type of code mixing in the preceding statement is **congruent lexicalization**.

Data 2

“Ryu cantik banget di sini sumpah ryu cantik banget jujur ini **outfit** terkeren ryu di **mv** ini, gatau suka aja **simple** gitu.”

The preceding statement included code mixing. Because the influencer inserted English words, the phenomenon of code mixing occurred. The words **outfit**, **mv**, and **simple** are taken from the English language as the additional language. The words were added to an Indonesian sentence. As a result, the preceding statement demonstrated the type of **congruent lexicalization**.

Data 3

“Adik, pakai **shoes** tu”

The preceding statement contained code mixing. It happened because the influencer inserted an English word into a Malaysian language statement. **Shoes** are the word that was inserted. As a result, the type of code mixing in the preceding statement is **insertion**.

Data 4

“**Totally shock**. Iya beliau emang senior dan mantan seagensi, tapi sampe ngelakuin hal segininya **childish** bgt sih”

The preceding statement demonstrated the phenomenon of speaking in more than one language. It occurred as a result of the existence of an English phrase. The influencer added the phrase "**completely shocking** and **childish**" to an Indonesian sentence. As a result, the code mixing in the preceding statement is **congruent lexicalization**.

Data 5

“Kenapa ya boomers tuh gapaham tentang mental **illness** tapi gue kena **panic attack** Cuma dibilang lebay, kalo ada penyakit gitu jangan ditiruin.”

In the preceding statement, the phenomenon of code mixing was demonstrated. It happened as a result of the influencer inserting English phrases into an Indonesian sentence. The words that were inserted were **mental illness** and **panic attack**. As a result, the type of code mixing used in the statement is **congruent lexicalization**.

Data 6

“Cara pakainya gimana nih? **Rulesnya** apa?”

The phenomenon of code mixing was mentioned in the preceding statement. This happened because the influencer used an English word. The term **rule** was added to an Indonesian sentence. As a result, the statement's code mixing revealed the type of **insertion**.

Data 7

“Argumen siapapun boleh **join** di Citayam **Fashion Week** karna itu **public space** berakhir ketika ada sekelompok orang yang membuatnya menjadi aset pribadi.”

The use of the word **join**, as well as **fashion week** and **public space**, demonstrated the phenomenon of code mixing. As an additional language, the words were taken from English. Furthermore, the type of code mixing used in the preceding utterance is **congruent lexicalization**.

Data 8

“Si cantik @xcintakiehlx yg **humble** malah sibuk membersihkan sampah yg berceceran di area tsb.”

Code mixing occurred as a result of the inclusion of the word **humble**. As the traditional language, the word was taken from English. Furthermore, the type of code mixing used in the preceding statement is **insertion**.

Data 9

“**World Tour** di US telah selesai hari ini terima kasih TXT telah bekerja keras, semoga kalian bersenagn-senang bertemu MOA lebih banyak lagi.”

The preceding statement demonstrated the phenomenon of language or code mixing. The influencer inserted a phrase in English. As a result, the type of code mixing in the preceding statement is **insertion**.

Data 10

“Episode run bts terlucu menurutku, karena sampe **staff** di **background** aja ga percaya sama yang terjadi.”

The phenomenon described in the preceding statement was code mixing. It happened as a result of an English word being inserted. **Staff** and **background** are the words. As a result, the type of code mixing in the statement is **congruent lexicalization**.

CONCLUSION

Code mixing can happen in any situation where people can speak more than one language and mix those languages. For this reason, code mixing in social media tweets such as Twitter is worth investigating. Twitter is an easily accessible platform that provides sociolinguistic phenomena. Twitter influencers used code mixing technique. Code mixing

based on Muysken (2000) theory have three categories: insertion, alteration, and congruent lexicalization. In this research, from the researcher found two categories of code mixing: insertion (4 data) and congruent lexicalization (6 data). From the data, congruent lexicalization is the dominant type of code mixing that used in Twitter.

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