GLOBAL CULTURE, CULTURAL HYBRIDITY, AND INTRA-SENTENTIAL CODE-MIXING ON DEVINA HERMAWAN'S YOUTUBE CHANNEL

by Sigit 19 Ricahyono

GLOBAL CULTURE, CULTURAL HYBRIDITY, AND INTRA-SENTENTIAL CODE-MIXING ON DEVINA HERMAWAN'S YOUTUBE CHANNEL

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Abstract: This study identifies the types of Indonesian-English code-mixing in YouTube videos of Devina Hermawan in reflecting global culture and cultural hybridity. In examining the types of intra-sentential code-mixing, the researchers adopt Muysken (2000) that there are three sub-types i.e. insertion, alternation, and congruent lexicalization. The data are collected online from "Masakan Indonesia: Indonesian Cuisine" playlist on Devina Hermawan's *YouTube* channel. They are transcribed and selected based on the types. The results show that there are 159 utterances containing Indonesian-English code-mixing in five selected videos. Further, the utterances categorized as insertional type become the most frequent cases, 86 utterances (54%), followed by congruent lexicalization type in the second place, 65 utterances (41%). The utterances which categorized as alternational type are less frequently found in the videos, 8 utterances (5%). In this case, hybridization in language on the level of individual languages influence the phenomenon of code-mixing. Overall, the results of this study provide the analysis of types of code-mixing, which the texts under investigation, reflect the current global culture which is cultural hybridity.

Keywords: Code-mixing, global culture, Cultural Hybridity, Hybridization, YouTube

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INTRODUCTION

Indonesia is the world's second most linguistically diverse country (Zein, 2019). The majority of Indonesians speak many languages. Mother tongue refers to Indonesians' first language. The majority of Indonesians speak significant indigenous languages such as Javanese, Sundanese, Balinese, Batak, and Minangkabau. Furthermore, Bahasa Indonesia, or Indonesian language, is the national language. Furthermore, English, which is increasingly extensively used as a lingua franca, becomes either the second or third language for Indonesians who speak just Indonesian or the fourth language for Indonesians who speak both Indonesian and an indigenous language (Zein, Sukyadi, Hamied, & Lengkanawati, 2020).

Indonesians' passion for the usage of English can be seen in practically every aspect of their lives (Hamied in Zein, 2019). English can be found in schooling, the labor market, public announcements, social media, and radio or television broadcasts. Furthermore, several new items, such as soaps, quick noodles, clothing, and young adult books, are labeled and advertised in English (Lamb & Coleman, 2008; Hamied, 2013 in Zein, 2019). It might also be argued that English has a distinct advantage in Indonesian society.

This communication process results in linguistic cultural hybridity. Hybridization is described as a process in which separate and diverse things or processes combine to form another object or process that shares characteristics with each of its origins but is not completely compositional (Stockhammer, 2012). Language hybridization is possible at all levels of language. In this scenario, linguistic hybridization at the level of individual languages influences code-switching (or code-mixing).

Indonesians who use English as a second or third language frequently mix the languages and utilize them in the same sentence. This is referred to as code-mixing. Code-mixing refers to any circumstance in which a phrase has lexical and grammatical elements from two languages (Muysken, 2000). Similarly, code-mixing refers to the mixing of numerous linguistic components inside a sentence, such as morphemes, words, modifiers, phrases, clauses, and sentences, typically from two participating grammar systems. Intra-sentential code-mixing is limited by grammatical rules. Furthermore, three forms of intra-sentential code-mixing exist: insertion, alternation, and congruent lexicalization.

Furthermore, the influence of linguistic hybridity has been studied by (McKee & McKee, 2020). In the case of English, research have mostly concentrated on the impact of English, namely the implications of globalization. Schaefer's (2021) research focuses on the linguistic and cultural developments in modern German adult contemporary radio. Furthermore, Hopkyns, Zoghbor, and John Hassall (2018) did a research on the state of English in the United Arab Emirates. Furthermore, Tramutoli (2021) focused on the examination of the phenomenon of code-mixing of Senegalese migrants Italy, while Namba (2012) focused on English-Japanese children's code-switching (CS) from a structural standpoint.

Current Study

The purpose of this study is for the researchers to discover the forms of code-mixing observed in Devina Hermawan's YouTube cooking videos. This research focuses on five cooking lesson videos of Indonesian snacks on Devina Hermawan's YouTube channel. Based on the theoretical study of cultural hybridity and code-mixing, a question has also been posed: What sorts of code-mixing may be discovered in Devina Hermawan's YouTube cooking videos? As a consequence of their findings, the researchers publish a paper titled "Intra-sentential Code-Mixing on Devina Hermawan's YouTube Channel."

METHODS

The researchers used a descriptive qualitative method. The data for this qualitative study came from 5 cooking instructional videos in Devina Hermawan's YouTube channel's "Masakan Nusantara: Indonesian Cuisine" playlist. Those videos, in particular, are about Indonesian snacks. The researchers only chose films that would be shown in September 2021.

TABLE 1. *The data videos*

Data
TANPA Oven! Resep KLAPPERTAART Gurih, Wangi, Lembut. (Video 1)
TANPA Cetakan! Resep KUE AWUG / KUE PUTU: Empuk, Gurih, Manis! (Video 2)
100% Sukses! Resep DONAT MINI Empuk, Lembut, Tahan Lama [Tanpa Mixer & Oven] (Video 3)
Istimewa! Resep KUE BUGIS MANDI TARO [Kue Putri Mandi] (Video 4)
HANYA 6 BAHAN! Resep BOLEN PISANG LILIT Legit Rasanya (Video 5)

The researchers first transcribed the movies in order to collect information on the different forms of intra-sentential code-mixing. The researchers chose utterances with Indonesian-English code-mixing based on the transcriptions. To distinguish between borrowing and mixing in this situation, the researchers examined the elements included in the Indonesian lexicon (Kamus Besar Bahasa Indonesia).

The researchers employed a flow model to analyze the data, which includes data reduction, data presentation, and conclusion drafting (Miles & Huberman, 1994). Based on the transcript, the researchers first chose the forms of code-mixing—insertion, alternation, and congruent lexicalization. Second, the data is presented in the form of a chart. Finally, the researchers evaluated and expanded on the data in order to reach a conclusion.

RESULTS AND DISCUSSION

RESULTS

The researcher categorizes Indonesian-English code-mixing utterances in five cooking tutorial videos in "Masakan Nusantara: Indonesian Cuisine" playlist on Devina Hermawan's YouTube channel based on Muysken's theory. There are three types of code-mixing found in the videos—insertion, alternation, and congruent lexicalization. The types of Indonesian-English code-mixing in the videos are summarized in the Table 2.

TABLE 2. *The types of Indonesian-English code-mixing in five cooking tutorial videos on Devina Hermawan's YouTube channel*

Data	Type 1	Type 2	Type 3
Video 1	28	2	28
Video 2	13	2	7
Video 3	16	1	13
Video 4	16	2	3
Video 5	13	1	14
Total	86 (54%)	8 (5%)	65 (41%)

Note: Type 1= insertion; type 2 = alternation; type 3 = congruent lexicalization

Table 2 shows that 159 utterances exhibit Indonesian-English code-mixing. The most common examples are insertional type utterances, followed by congruent lexicalization type utterances in second place. Nonetheless, statements classified as alternational type are less commonly observed in videos. Furthermore, the outcomes of each video are reported in the part that follows.

Code-mixing in TANPA Oven! Resep KLAPPERTAART Gurih, Wangi, Lembut.

Devina Hermawan delivers a cooking instruction in Indonesian for klappertaart, an Indonesian delicacy influenced by the Dutch. Despite this, Devina frequently combines Indonesian and English. The data studied revealed three forms of code-mixing in video 1. Figure 1 depicts the many forms of Indonesian-English code-mixing.
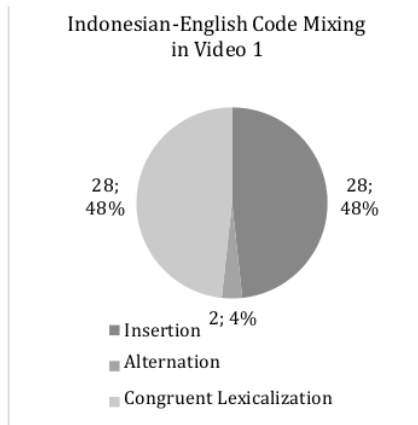

FIGURE 1. *Types of code-mixing in video 1*

As seen in Figure 1, there are 58 utterances containing Indonesian-English code-mixing found in video 1. The utterances which are categorized as insertional type is as frequent as congruent lexicalization type. Further, alternational type is only found in two utterances. For instance, data (45) presents insertional type of code-mixing in video 1, "*Kalau udah ini kita akan masukin aja ke* **piping bag**...." (If [we] done [in making meringue], we will put it into piping bag...). The mixed element is the noun phrase "piping bag", the bag used to decorate a cake. In addition, data (24) "*Kita akan masak lagi sebentar dan juga kita masukkan* **butter** *ke dalamnya.*" also shows insertional type of code-mixing. The mixed element is the noun "butter".

Additionally, data (53) "*Oke kalau gitu...* **thank you for watching**..." (OK then...), shows alternational type of code-mixing. Devina spoke with Indonesian at first. Then she switches to English clause

"thank you for watching...". Then, data (56) presents congruent lexicalization type in video 1, "*Kalau kalian* **recook** *juga jangan lupa* **tag** @devinahermawan **and** @devispantry *di Instagram.*" (If you recook [the dish], don't forget to tag @devinahermawan and @devispantry on *Instagram*). In this utterance, the switches between Indonesian and English occur several times. Devina initiates her utterance with Indonesian, followed by English verb "recook". Then, she speaks the next clause in Indonesian, followed by verb and conjunction in English. Therefore, the back and forth switching between Indonesian and English brings congruent lexicalization type of code-mixing.

Code-mixing in TANPA Cetakan! Resep KUE AWUG / KUE PUTU: Empuk, Gurih, Manis!

While delivering cooking tutorial of *kue awug*, Indonesian local snack, Devina uses Indonesian as the main language. However, she often switches the language into English. The data examined shows that there are three types of code-mixing found in video 2. Figure 2 presents the types of Indonesian-English code-mixing found in video 2.

FIGURE 2. *Types of code-mixing in video 2*

Figure 2 presents that there are 22 utterances containing Indonesian-English code-mixing found in video 2. As can be seen, insertional type of code-mixing is the most frequent cases, followed by congruent lexicalization in the second place. Then, there are only two utterances which are categorized as alternational type. For example, data (2) "*...kalian bisa dapatkan secara* **online** *atau di toko buku seluruh Indonesia...*" (... you can get [the book] online or in the bookstore all over Indonesia). The insertion of English adverb "online" in the utterance is the form of code-mixing. Further, data (16) also shows the example of insertional type of code-mixing, "*Ciri khas dari kue awug ya, dia tuh* **fluffy**, *gurih, dicampur sama* manis..." (The characteristic of *awug* cake, it is fluffy, delicious, and sweet...). The English element, noun, is inserted in the Indonesian utterance. These examples, thus, are insertional type of code-mixing.

Moreover, data (13) "*Contohnya untuk masak masakan yang langsung kita sajikan di meja makan bersama keluarga, ya... atau buat* **outdoor cooking, indoor cooking**..." (For example, to cook the dish we want to serve immediately on the dinner table with family, ... or to [do] outdoor cooking, indoor cooking...) shows the example of alternational type of code-mixing. Devina initiates the utterance in Indonesian, then followed by multi-word mixing. Further, data (19) shows congruent lexicalization type of code-mixing, "*Oke kalau begitu,* **thank you for watching** *dan juga* **special thanks** *buat teman-teman semua...*" (OK then, thank you for watching and also [I express] special thanks to all of you friends...). This utterance is initiated in Indonesian, followed by English clause "thank you for watching". Then, the clause is followed by English noun phrase "special thanks". Therefore, the intense mixing between the two codes in this utterance is categorized as congruent lexicalization type.

Code-mixing in 100% Sukses! Resep DONAT MINI Empuk, Lembut, Tahan Lama [Tanpa Mixer & Ulen]

In video 3, the researchers also discover Indonesian-English code-mixing. There are three forms of code-mixing in this video. Figure 3 depicts the many forms of code-mixing detected in video 3.
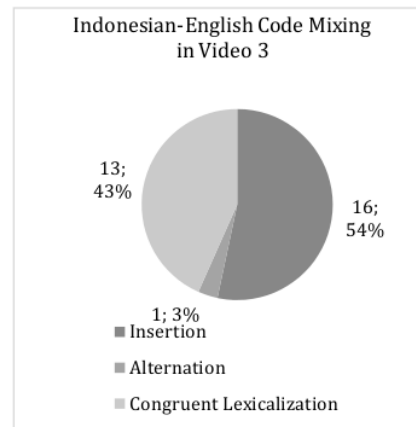

FIGURE 3. *Types of code-mixing in video 3*

As can be seen in Figure 3, there are 30 utterances containing Indonesian-English code-mixing. The most frequent cases are insertional type of code-mixing. The utterances which are categorized as congruent lexicalization is almost as frequent as insertional type code-mixing with only three utterances difference. However, alternational type of code-mixing is only found in an utterance. For instance, data (12) shows the example of insertional type code-mixing, "... *ini kita akan pindahkan ke* **bowl** *dan kita akan aduk...*" (... we will move [the dough] into [the] bowl and we will mix...). Devina gives the cooking tutorial in Indonesian, but in this utterance, she inserts an English noun "bowl".

Furthermore, data (29) shows the example of alternational type code-mixing, "**Like, subscribe, share, comment,** *dan lain-lain...*" ([don't forget to] like, subscribe, share, comment, etc....). Devina initiates her

utterance in English, followed by Indonesian. Then, data (27) presents the example of congruent lexicalization type of code-mixing, "*Oke kalau gitu,* **thank you for watching** *dan buat teman-teman yang mau beli atau mau nyetok* Bodrex Migra *di rumah, kalian bisa beli secara* **online**…" (OK then, thank you for watching and for all of you friends who want to buy or stock Bodrex Migra at home, you can buy [it] online…). In this utterance, Devina initiates her utterance in Indonesian, followed by English clause "thank you for watching". Then, it is switched into Indonesian clause and followed by English adverb "online". Therefore, the back and forth switches between the two codes are categorized as congruent lexicalization type of code-mixing.

Code-mixing in Istimewa! Resep KUE BUGIS MANDI TARO [Kue Putri Mandi]

Devina Hermawan speaks Indonesian while demonstrating how to prepare Bugis mandi, also known as putri mandi, an Indonesian traditional food. She does, however, frequently blend the language with English. In video 4, the researcher discovers three forms of Indonesian-English code-mixing. The sorts of code-mixing in this movie are then shown in Figure 4.

FIGURE 4. *Types of code-mixing in video 4*

Figure 4 shows that there are 21 utterance containing Indonesian-English code-mixing. The most frequent cases are insertional type of code-mixing. Moreover, the utterances which are categorized as alternational type of code-mixing are almost as frequent as congruent lexicalization type of code-mixing with only an utterance difference. Then, data (12) is the example of insertional type of code-mixing, "*Aku di sini pakai* **electric steamer** *cuman kalau kalian pakai kukusan biasa juga enggak masalah…*" (I am here using electric steamer, but it's no problem if you want to use ordinary steamer…). In this utterance, there is English noun phrase inserted into Indonesian utterance.

Moreover, data (16) is the example of alternational type of code-mixing, "*Oke kalau gitu* **thank you for watching**." (OK then, thank you for watching). Devina initiates the utterance in Indonesian. Then, she switches the language into English. The insertion of English clause leads to the case of alternational type of code-mixing. Further, data (21) shows the example of congruent lexicalization type of code-mixing, "**Stay tuned** *terus* **and see you in the next video!**" ([please] always stay tuned and see you in the next video!). Devina initiates the utterance in English, but she uses Indonesian adverb "*terus*" (always). Then, the clause is followed by English clause. Therefore, the back and forth switches between English and Indonesian are called congruent lexicalization type of code-mixing.

Code-mixing in HANYA 6 BAHAN! Resep BOLEN PISANG LILIT Legit Rasanya

Devina Hermawan's cooking demos typically blend Indonesian and English. In video 5, the researcher identifies three types of Indonesian-English code-mixing. Figure 5 depicts the many forms of code-mixing detected in video 5.
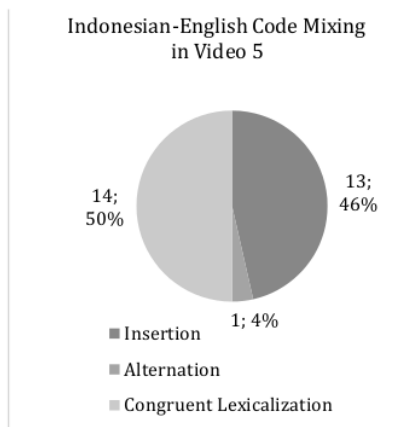
Indonesian-English Code Mixing
in Video 5

FIGURE 5. *Types of code-mixing in video 5*

As can be seen in Figure 5, there are 28 utterances containing code-mixing found in video 5. Congruent lexicalization type of code-mixing is the most frequent cases. Additionally, insertional type of code-mixing is almost as frequent as congruent lexicalization type of code-mixing with an utterance difference. Further, there is only an utterance which are categorized as alternational type of code-mixing in this video. Then, data (9) presents the example of insertional type of code-mixing, "*Cuman kalau kalian pakai* **unsalted butter** *mungkin bisa juga ditambahin sama garam...*" (But if you want to use unsalted butter, [you] may add [the *bolen* filling] with salt...). Devina uses Indonesian in this utterance, but she inserts English noun phrase "unsalted butter" to this utterance.

Moreover, data (27) is the example of alternational type of code-mixing, "... **like, subscribe, share, comment,** *dan lain-lain.*" ([please] like, subscribe, share, comment, etc....). The utterance is initiated with English clause, followed by Indonesian written abbreviation. Finally, data (6) shows the example of congruent lexicalization type of code-mixing, "*Jadi beda ya kalau* **Danish pastry** *itu dia mengandung ragi jadi dia bakal lebih empuk sama sedikit ngembangnya tuh bukan* **flaky** *atau bukan* **crunchy** *tapi dia ada campuran tekstur rotinya...*" (So, [it is] different, Danish pastry contains yeast, so it will be softer and quite swell, but not flaky or crunchy, but it

has bread texture...). Devina uses Indonesian in this utterance, but there are some English elements inserted. Therefore, the intense mixing between Indonesian and English is called congruent lexicalization.

DISCUSSION

Devina Hermawan delivers the culinary lesson in Indonesian. Furthermore, she frequently blends the language with English, despite the fact that the recipes are for Indonesian food. She routinely adds cooking-related English terms. The researcher discovered the sorts of Indonesian-English code-mixing on Devina Hermawan's YouTube channel in this study. The selected films contain three forms of code-mixing: insertion, alternation, and congruent lexicalization.

Insertional code-mixing is the initial sort of code-mixing. According to the findings, there are 86 utterances in chosen videos that are classified as insertional code-mixing. The added elements are single-word insertions in nouns, adjectives, and verbs. For example, in video 1 data (7), the English term "butter" has been introduced. Similarly, in video 1 data (8), "butter-nya" is an English noun substituted with the Indonesian suffix -nya (the function is similar to the English determiner "the"). In another situation, the use of an English adjective is detected in numerous utterances, such as "fluffy" in video 2 data (1). The use of an English verb may also be detected in various utterances, such as in video 3 data (19), "share."

Furthermore, the added element might be multi-word insertions such as noun phrases, adjectival phrases, verb phrases, and prepositional phrases. According to the findings, multi-word insertions in utterances are typically noun phrases like "unsalted butter," "woman fingers," "description box," and "vanilla essence." A related instance is French-Wolof code-mixing, which is examined in

Tramutoli (2021), where the added material represents just one ingredient. It is often a phrase or a single word said as a single flip.

Alteration is the second form of code-mixing detected in just eight utterances. The element introduced in the alternative kind of code-mixing might take the shape of a full sentence, clause, or constituent switching. Furthermore, the alternation framework has various properties such as non-nested A-B-A, lengthy or complicated elements, switching at a clause peripheral, flagging, and self-repair (Muysken, 2000). For example, in video 4 data (29), "Like, subscribe, share, remark, dan lain-lain..." ([please] like, subscribe, share, comment, etc...), the utterance begins in English and is followed by an Indonesian adverb. Similarly, video 1 data (53) shows alternative type code-mixing, "Oke kalau gitu... Thank you for your time..." (OK, then... thanks for watching...) The statement begins in Indonesian and is followed by an English sentence. The results of this study support the findings of Namba's (2012) study, in which he argued that pragmatic features such as tags and discourse markers signify the process of alternation.

Congruent lexicalization is the last form of code-mixing, in which there is frequent back and forth switching in an utterance. Furthermore, data (30) in video 3 is an example of congruent lexicalization: "Stay tuned terus and see you in the next video..." ([please] always stay tuned and see you in the next video!" ([Please] remain tuned and I'll see you in the future video!) This speech follows the structure of an English idiomatic phrase, an Indonesian adverb, and an English sentence. Similarly, video 3 data (10) demonstrates a situation of congruent lexicalization, "Kita akan masak sampai mendidih dan juga butter-nya melted semua..." (We will heat [the milk] until it boils and the butter is completely melted...) In this speech, the Indonesian sentence comes first, followed by an English noun with an Indonesian

suffix, an English adjective, and an Indonesian adverb. As a result, the findings confirm Tramutoli's (2021) claim that the property of congruent lexicalization is the ability to switch freely and arbitrarily at any point in a sentence since the languages overlap consistently in terms of lexicon and grammatical structure.

CONCLUSION

According to the findings, the researchers discovered 159 utterances featuring Indonesian-English code-mixing in five cooking tutorial videos from Devina Hermawan's YouTube channel's "Masakan Nusantara: Indonesian Cuisine" playlist. The results demonstrate that insertional type utterances are the most common, accounting for 86 utterances (54 percent), with congruent lexicalization type coming in second with 65 utterances (41 percent). Nonetheless, the utterances classified as alternational type are less common in the videos, accounting for 8 utterances (5 percent). These characteristics emphasize how writings are embedded in the socio-cultural environments in which they are formed. The writings under investigation, in particular, represent the contemporary global culture, which is cultural hybridity, or the synthesis of local and global.

Furthermore, in insertional code-mixing, the inserted components are single word insertions found in nouns, adjectives, and verbs. The added element might also include multi-word insertions such as noun phrases, adjectival phrases, verb phrases, and prepositional phrases. According to the findings, multi-word insertions in utterances are typically noun phrases. In addition, the element inserted in the alternative kind of code-mixing is in the form of a full sentence, clause, and numerous constituent switching. Finally, there is frequent back and forth switching in an utterance in congruent lexicalization. For example, in video 3 data (30), the speech

pattern is English idiomatic phrase, followed by Indonesian adverb, and then English sentence. As a result, the findings confirm Tramutoli's (2021) claim that the property of congruent lexicalization is the ability to switch freely and arbitrarily at any point in a sentence since the languages overlap consistently in terms of lexicon and grammatical structure.

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