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CODE MIXING PHENOMENON IN JAJAN BARENG LALA TIKTOK VIDEO: A SOCIOLINGUISTIC STUDY

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ABSTRACT

This study analyzes the phenomenon of code mixing in a TikTok video content of “Jajan Bareng Lala” using a sociolinguistic approach. The purpose of this study is to explore and identify the types of code mixing and classified their functions. Using a qualitative research method, data was collected through transcription, classification, and analysis of selected videos. The results of the study indicate that the Insertion type is the most dominant type of code mixing. This indicates that the insertion of foreign words or phrases into the structure of the Indonesian language can be done easily without altering the grammatical structure. This strategy is considered more interesting and in line with the current communication style that is more understandable to many people. Congruent Lexicalization is the second most common type, while Alternation is only found in a limited number of cases in this study. Meanwhile, in terms of function, the referential function is the most dominant. This shows that speakers use code mixing to convey meaning more accurately, efficiently, and contextually. Additionally, the expressive function is also frequently found in this study, particularly for expressing personal opinions, emotions, and self-identity. Meanwhile, the directive function is very rarely found, and the metalinguistic, phatic, and poetic functions are not found at all, as the content in this study is descriptive rather than interactive. This study concludes that code mixing plays an important role in TikTok video content as a means of reinforcing meaning, expression, self-identity, and building closeness with viewers.

Keywords: Sociolinguistic; Code Mixing; TikTok; Function of Code Mixing

INTRODUCTION

Language is an ability or communication system used by humans to convey thoughts, feelings and ideas to others. This ability involves sound symbols (words), grammar rules, and various other complex elements. Language is an interesting research object for linguists. Linguistics is a science that studies language scientifically. One important branch of linguistics is sociolinguistics, the study of how social factors such as class, gender, age, and ethnicity affect language use.

Studying linguistics provides insight into how to understand language and its use more deeply, to its application in various fields such as communication, education, translation, and other fields. One important branch of linguistics is sociolinguistics, according to Holmes & Wilson (2022), "Sociolinguistics are interested in explaining why we speak differently in different social contexts, and with identifying the social functions of

language and the ways it is used to convey social meaning..". In sociolinguistics there is a code mixing that is often used, this phenomenon is often found in various social media content such as Instagram or TikTok. Therefore, researchers decided to conduct research on related phenomena.

Over the past few years, social media has become one of the most popular communication tools, especially among the younger generation. An example is TikTok, one of the most popular video-sharing platforms that has revolutionized the way people interact and convey information. Various short and interesting creative videos make TikTok share various types of content, one of which is culinary. One of the interesting culinary content creator accounts is "Jajan Bareng Lala", presenting various food reviews and video recommendations with creative, informative, and entertaining nuances.

According to Ayeomoni (2006), code-mixing is the embedding of various linguistic units such as affixes (bound morphemes), words (unbound morphemes), phrases and clauses from a co-operative activity where the participants, in order to infer what is intended, must reconcile what they hear with what they understand. Which means code mixing is a linguistic phenomenon that involves language elements and interaction and understanding for speakers and listeners so that the intended purpose can be conveyed. In the context of TikTok, the use of code mixing can create closeness with viewers, which is very important for content creators to achieve success.

At the same time, the use of code mixing also reflects the social dynamics that exist in society. This phenomenon has become very relevant with the increasing globalization and intercultural contact, and through the analysis of TikTok Jajan Bareng Lala videos, this research aims to provide an understanding of what kind of code mixing and what is the function of code mixing that used in Jajan Bareng Lala's TikTok videos. Based on the background above, the following research question are formulated :

1. What are the types of code mixing found in Jajan Bareng Lala TikTok Video?
2. What is the function of code mixing in Jajan Bareng Lala TikTok Video?.

REVIEW OF THE LITERATURE

Sociolinguistic

Sociolinguistics is the study of the relationship between language and society, with its own term indicating that this study consist the fields of sociology and linguistics. According to Hudson (1996), sociolinguistics focuses on how social factors, such as class,

gender, and ethnicity influence language use. Beside that Trudgill (1974) said, sociolinguistic is part of linguistics which is concerned with language as a social and cultural phenomenon. Sociolinguistics also learns how cultural context affects the way people use language. For example, in society, variations in dialect usage can indicate the educational or economic background of speakers, and in certain ethnic communities, code-mixing often serves as a symbol of a particular identity.

In the digital era, sociolinguistics also includes analyzing communication on social media platforms, where language not only serves as a means of communication, but also serves as a medium for identity building and social interaction with audiences. In the context of social media with the example of TikTok, the phenomenon of code-mixing becomes particularly relevant as content creators or hosts often combine languages in communication to attract a wider audience. In this case, sociolinguistics can also provide evidence that language can develop and function in the development and diversity of society.

Bilingualism & multilingualism

According to Grosjean (2013) bilingualism is the use of two or more languages (or dialects) in everyday life. Haugen (1953) stated that when the speaker of one language can produce complete meaningful utterances in the other language, it is a kind of bilingualism. Bilingualism does not only include language skills, but also writing and reading. This phenomenon often occurs in language-diverse environments, where individuals can switch from one language to another, depending on the situation and context of communication.

On the other hand, Spolsky (1998) defines bilingual as “a person who has functional ability in more than one language.”. In the context of globalization, multilingualism is becoming increasingly common, especially among individuals living in multilingual environments. Multilingualism not only enriches communication experiences but also opens up opportunities to understand various cultures and perspectives. Studies show that multilingual individuals often possess advantages in social skills and adaptability, as they can interact with diverse social groups. Moreover, multilingualism can contribute to better cognitive development, including improved memory and problem-solving abilities. Thus, both bilingualism and multilingualism play significant roles in individual development and social interaction in an increasingly interconnected world.

Code

A code may be defined as a language or a dialect (S Thara & Poornachandran Prabakaran, 2018). On other hand Yuliana et al., (2015) said a code is a symbol of

nationalism that is used by people to speak or communicate in a particular language – a dialect, a register, an accent or a style on different occasions and for different purposes. The concept of code in sociolinguistics refers to the systematic use of different languages or variations of language in communication depending on context, audience, and purpose. As Gumperz (1982) notes, "the choice of code is influenced by social factors such as the relationship between speakers and the setting of the interaction." In sociolinguistic studies, code-switching and code-mixing have emerged as significant areas of interest, particularly in multilingual settings where individuals frequently alternate between languages. This phenomenon is not merely a linguistic practice but also serves as a reflection of social identity and cultural belonging. For instance, speakers may use formal language in professional settings while opting for colloquial language or dialects in informal interactions. Such linguistic choices can enhance communication effectiveness by aligning the speaker's language with the expectations and familiarity of their audience.

In the context of social media platforms like TikTok, the phenomenon of code-switching and mixing becomes particularly relevant. Users often blend different languages and dialects in their content to reach a wider audience and establish a connection with viewers who share similar cultural backgrounds. The use of code can also serve as a form of identity expression, allowing creators to convey their cultural heritage and social affiliations. Research indicates that code-switching can foster a sense of community among bilingual or multilingual speakers, as it allows them to navigate their social realities and express solidarity. This understanding of code is essential for analyzing the phenomenon of code-mixing in TikTok videos, as it provides insights into how linguistic practices are employed to engage audiences and strengthen social ties within digital spaces.

Code Mixing

Code mixing refers to the phenomenon where speakers blend elements from two or more languages within a single utterance or conversational context. This practice is particularly common in multilingual societies and serves various communicative functions. Nababan (1993) said that code-mixing is found mainly in informal interactions. In many cases, groups of people who speak different languages live near each other (Wardhaugh & Fuller, 2021). According to Wardhaugh (2006), code mixing is the phenomenon that happens in the middle of a conversation or during a single speaker's turns. This definition emphasizes that code mixing in this case reflects a natural and integrated shift in language

during speech that serves to attract the audience's attention, reinforce the delivery of the message, and build self-identity. In the realm of TikTok, where diverse linguistic backgrounds converge, code mixing allows creators to engage with wider audiences while expressing their unique cultural identities.

Furthermore, code mixing can serve as a powerful tool for negotiating social identity and power dynamics. This is relevant for TikTok creators, who often blend languages to resonate with specific cultural groups and enhance their relatability. By utilizing code mixing, they can strengthen their connection with audiences who share similar backgrounds, thereby fostering community engagement. Additionally, code mixing enriches the content by making it more accessible and enjoyable for a diverse viewership. Understanding the implications of code mixing in TikTok videos is crucial for exploring how these linguistic strategies shape social interactions in digital environments.

Code Mixing Classification

According to Pieter Muysken's theory, in his book, *Bilingual Speech: A Typology of Code Mixing* (2000), he classifies code mixing into three categories such as Insertion, Alternation, and Congruent Lexicalization.

Insertion

This type involves inserting elements from one language into the structure of another. For example, a speaker might say, "I went to the pasar yesterday," where "pasar" (market in Indonesian) is inserted into an English sentence. This type often reflects the speaker's comfort with both languages and can convey cultural context.

Alternation

This occurs when when two languages are used alternately in one sentence while still maintaining the syntactic structure of each language. An example might be, "I can't believe he said that. Sungguh tidak masuk akal!" In this case, the speaker shifts from English to Indonesian to emphasize disbelief. Alternation is useful for marking shifts in topics or sentiments.

Congruent Lexicalization

In this type, speakers combine the grammatical structures of both languages using vocabulary from both. For example, a bilingual speaker might say, "Tadi siang aku cobain street food baru di Bandung, rasanya enak, harganya murah, pokoknya worth it banget!" This combination allows for flexibility within a single grammatical structure.

Function of Code Mixing

According to Appel & Muysken, in their book, *Language Contact and Bilingualism* (1987), there are 6 functions of code mixing. Such as referential, directive, expressive, phatic, metalinguistic, and poetic.

Referential

This function is used to convey information using one language because the speaker feels it will be more efficient and accurate. This statement aligns with the perspective of Appel & Muysken (1987), may be more appropriately discussed in one language, and the introduction of such subject can lead to a switch. In addition, a specific word from one of the languages involved may be semantically more appropriate for a given concept.

Directive

This function involves the listener directly. Directive functions can also take various forms, involving more people or excluding those present in part of the conversation. Therefore, this function is used to regulate the participation of the conversation partner.

Expressive

This function is used to express the speaker's emotions, attitudes, or social identity. However, this function depends on the social context and does not apply in all communities or contexts, because in some communities it is considered inappropriate or even rude. As for the attitudes, the frequency of code-mixing from bilinguals depends on whether a society considers code-mixing positively or negatively (E Kim, 2006)

Phatic

Phatic functions are functions that occur when code switching is used to maintain social relationships, not to provide information, but to greet, continue a conversation, and strengthen togetherness. This function aims to keep the interaction flowing and build a friendly atmosphere.

Metalinguistic

Metalinguistic functions play a role when commenting directly or indirectly on the languages used or demonstrating the speaker's language skills.

Phoetic

This is a function used when speakers employ code mixing to create aesthetic style, humor, rhythm, and wordplay. It does not focus on the content of the information, but rather on the beauty of the form or the creative impression of the language itself.

METHODOLOGY

This study uses a qualitative approach with sociolinguistic analysis as the main study. This approach was chosen because it is considered appropriate for mixed-code research in selected digital media. In accordance with Creswell (2013), qualitative research is an approach for exploring and understanding the meaning individuals or groups ascribe to a social or human problem. Gunawan (2013) states that qualitative research is a kind of research without statistical procedures or other forms of calculation. Therefore, this study focuses on exploring the meaning of language use by content creators that is flexible and interactive.

The primary data source for this study is video content from the TikTok account Jajan Bareng Lala (@salshabilazzahraa). This account was selected because the videos within it demonstrate a significant use of code mixing related to the phenomenon of bilingualism in social media. Specifically, this study uses Pieter Muysken's (2000) theory to identify the types of code mixing that emerge and the communicative functions contained within them. This theory helps in classifying the types of code mixing, such as Insertion, Alternation, and Congruent Lexalization, and helps understand their functions in a social context.

Data collection was conducted in several stages. First, the directly accessed the TikTok account @salshabilazzahraa to observe relevant videos. Second, identified code mixing in the selected videos. Next, documented sentences or utterances containing code mixing. Finally, the analyzed the data by adjusting the social and linguistic context of the collected utterances. This process aligns with the perspective of Denzin & Lincoln (2011), the purpose of qualitative research is to provide a detailed understanding of a phenomenon from the perspective of the participants.

Thus, the research method used not only helps describe the types and functions of code mixing but also provides a broader understanding of how content creators utilize code mixing as an effective communication tool. In this context, code mixing is not merely a linguistic variation but also serves as a builder of identity and social closeness between content creators and their audience.

FINDINGS AND DISCUSSION

For this study, videos from the TikTok channel Content Creator @salshabilazzahraa, better known as Jajan Bareng Lala, were analyzed. The data for this study was obtained from several carefully selected TikTok videos.

Table 1. Type and Fuction of Code Mixing

No	Type of Code Mixing	Frequency	Percentages
1	Insertion	16	66.67%
2	Alternation	2	8.33%
3	Congruent Lexicalization	6	25%
	Total	24	100%

This study analyzed the types of code mixing found in video content from the @salshabilazzahraa account. The study aims to provide a deeper understanding of how language variation in the form of code-mixing functions in the video content.

Insertion

Insertion in code mixing occurs when speakers insert an English word or phrase without changing the sentence structure. Based on research and data collected, this type of insertion code mixing is the most common. For example, in the sentence “tipikal roti yang padat tapi fluffy banget”, the word ‘fluffy’ is used as part of the food description. Another example is in the sentence “ada yang isiannya tuh gepuk pakai nasi yang gurih lengkap dengan condiments lainnya” where the word “condiment” is also used to describe other complementary foods served on the menu. Furthermore, many other words are used to clarify the message being conveyed or add a specific nuance to the sentence, such as “value for money,” “smoky,” “fresh,” and “retake.”

The most dominant function that appears in this type of insertion research is the referential function. In the context of food, the use of terms such as “smoky,” “seafood,” “melted,” “comfort food,” and “crispy” helps provide clearer information, especially when there are no suitable words or when the words are more familiar to the audience. In addition, this type also displays expressive function. The expressive function is found in sentences that emphasize preferences, such as “one of my favorite tuh dimsumnya,..”. In this way, insertion is not only used to convey information but also as a means to express identity and emotions.

Alternation

Alternation occurs when there is a switch in language structure from one clause to another. Unlike the previous type, alternation uses the speaker's ability to switch languages completely within a single utterance. For example, in the sentence “Trust me girl, disini tuh dari mulai lighting beneran bikin cakep dan hasil fotonya tuh vintage”, there is one clause in English followed by a sentence structure in Indonesian. Another example is “For dessert, aku cobain es merah putih yang isiannya tuh rame banget” which also shows a language switch to convey a specific meaning.

In this type is only appeared referential function. The referential function is found in the sentence “For dessert, aku cobain es merah putih yang isiannya tuh rame banget” which uses the phrase “for dessert” to indicate the sequence or category of food. The choice of phrases used by the speaker provides a clear and familiar context for viewers who are familiar with culinary terms.

By using English in the clause, the speaker builds an impression of confidence and familiarity with the audience. In addition, the alternation type is not only used to add variety to the sentence structure, but also to provide clearer information and increase the attraction of communication.

Congruent Lexicalization

This type occurs when lexical elements from two languages are mixed in the same grammatical structure, where neither language is dominant. For example, in the sentence, “Salfok banget cabang baru mereka ini tuh punya new concept, dia ada pastry, cake, dessert, bahkan sampai kue ulang tahun juga ada”, there are elements of English and Indonesian that are flexibly mixed in one structure.

In this type, the most dominant function of code mixing is referential. Terms such as “cake,” “pastry,” and “dessert” are used to describe specific types of food. The use of familiar foreign terms in a culinary context allows speakers to convey information more easily and clearly describe product categories.

In addition to referential, this type also has an expressive function, as seen in the sentence “di Bandung tuh kayanya susah ya nyari salmon sashimi yang gendut dan fresh kaya gini” In this sentence, the words “gendut fresh” are inserted and complement each other. These words are not only used to provide descriptive information but also to emphasize personal admiration and satisfaction. The speaker's choice of the word “fresh” creates a more

relatable impression for viewers. Thus, congruent lexicalization not only demonstrates linguistic proficiency but also serves as a means to convey messages in an expressive, relevant, and interesting.

CONCLUSION

Based on the findings, the insertion type of code mixing is the most dominant. This type often appears due to the ease of inserting foreign words or phrases without altering sentence structure, which is perceived as more efficient and makes the content more engaging by using trending foreign words. The next type of code mixing is congruent lexicalization, which has a more complex sentence structure than insertion but remains easy to use. The alternation type, though not significant, still appears in the research; alternation is rarely used because it is considered less effective for content creators. In this study, the types of code mixing were also associated with their functions. The most common function in this study was referential. This function dominates because speakers feel it is more accurate, efficient, and contemporary in conveying meaning. The expressive function also dominates because the content studied is not limited to providing information, but also allows speakers to express their opinions, emotions, and personal identities. The directive function rarely appears because the content is more expressive and descriptive rather than instructive, and also because there is no audience in direct conversation. The phatic, poetic, and metalinguistic functions are not found in this video because they are considered inappropriate for use by the content creator. Each type and function of code mixing in this study serves to fulfill specific communication needs. Analysis of the types of code mixing used in the research data shows that the insertion type is more dominant, accounting for 66.67% of the observed data. The referential function accounts for 54.17%. It is concluded that speakers tend to use shorter and more efficient code mixing to convey meaning.

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