

CODE MIXING USED IN TASYA FARASYA BEAUTY VLOGS

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ABSTRACT

This study entitled “Code Mixing Used In Tasya Farasya Beauty Vlogs”. Beauty vloggers often share information about the cosmetic products they use or review beauty and make-up products. Sometimes they mix several languages in their videos, such as mixing English with Indonesian. Language has a very important role in our life. We use language for communicating and people nowadays speak in multiple languages. According to the phenomenon above, this research focuses on code mixing in one of Tasya Farasya's beauty vlogs on her YouTube channel, level of code mixing and to find the reasons why Tasya mixed her language. There are two theories applied in this study, namely the theory of the types of code mixing and reason of code mixing proposed by Hoffman (1991) and the theory of the level of code mixing proposed by Suwito (1996). This research is the qualitative research. The methods applied in collecting the data are the documentation and observing method and by using the note-taking technique. The data is taken mainly from the utterances found in the Tasya Farasya beauty vlogs, as the main data source for this study. The result of this study showed that there are three types of code mixing found used by Tasya videos. There are data collected for the type of code mixing. For the level of code mixing, and for the reason of code mixing. Type of code mixing there are intrasentential, intra-lexical, involvement in a change of pronunciation. And for level of code mixing there are word level, phrase level, baster level, repetition level, idiom level, clause level. And for the reason of code mixing there are talking about particular topic, being emphatic about something, interjection, repetition used for clarification, expressing group identity, clarifying the speech content for the interlocutor.

Keywords: *code mixing, beauty vlogger, Tasya farasya*

BACKGROUND

Language is a crucial aspect of communicating. Language is mainly a way of communicating between all people in society. There is a lot of language in this world, and English happens to be the most used languages in the world. In this globalization era, many people are learning and using English in their daily life, even if it's not their first language. This phenomenon is called bilingualism and the person who can speak two languages is called a bilingual. In sociolinguistics studies, switching from one language to the other is called codemixing. According to Putra and Yastanti (2018), there is a massive combination of several spoken and written languages in this era of globalization.

YouTube is now one of the most popular social apps and is primarily a way of sharing with everyone in the community. The development of increasingly advanced technology today makes almost everyone have a YouTube account with various content, one of which is beauty content, or what we often know as beauty vloggers. Beauty vloggers often share information about the cosmetic products they use or reviews of beauty and makeup products. Sometimes they mix languages in their videos, such as English with Indonesian, and upload captions. This research focuses on code-mixing one of the beauty vloggers' YouTube channels, Tasya Farasya's. This study aims to analyze the types of mixed language beauty bloggers use and the reasons for using mixed language in videos.

Tasya Farasya's is a well-known beauty vlogger who has revolutionized the industry with her inventive use of code mixing in her videos. Code mixing, the art of mixing several languages in a single dialogue, has emerged as an intriguing feature of Tasya's videos, setting her apart from the competition. Tasya's skillfully combines Indonesian and English with her immaculate beauty knowledge to give her audience a captivating and multi-cultural experience. Through her code mixing beauty vlogs, Tasya Farasya's has not only redefined the conventional boundaries of language in content creation but also celebrates the beauty of multiculturalism and linguistic diversity.

In the vast world of beauty content creation, Tasya Farasya's has emerged as a prominent figure, captivating audiences with her unique approach of code mixing in her vlogs. Tasya's stands out from the competition with her captivating use of code mixing, the skill of fusing numerous languages into a single discourse. Tasya's seamlessly combines Indonesian and English for her audience, giving them an engaging and culturally diversified experience thanks to her irresistible appeal and considerable knowledge in the beauty industry.

Tasya Farasya's is unique in that she can switch between languages with effortlessness, mixing Indonesian and English words, phrases, and even complete sentences. This linguistic fusion not only demonstrates Tasya's fluency but also captures the realities of contemporary global communication and cultural interaction. Tasya's promotes a sense of inclusivity by including code mixing into her beauty vlogs, bridging the gap between diverse language communities and encouraging viewers from a variety of backgrounds to interact with her content.

There are three research questions based on the focus of the study above, the question as follows first what are the types of Indonesian-English code mixing used by Tasya Farasya's YouTube video of beauty content? Second what are levels of code mixing used by Tasya Farasya's YouTube video of beauty content? And the last what are the reasons for using Indonesian-English code mixing used by Tasya Farasya's

YouTube video of beauty content? This study has three goals. First, to find out about the types of code mixing used Tasya Farasya's YouTube video of beauty content. The second to identify the level of code mixing used Tasya Farasya's YouTube video of beauty content the last to analyze the reasons for using code mixing used Tasya Farasya's YouTube video of beauty content.

This discussion is about sociolinguistic analysis research related to code mixing. To analyse the types of code-mixing, proposed by Hoffman theory consist of three types (intrasentential, intra-lexical, involving a change pronunciation). To analyse level of code mixing proposed Suwito theory consist of six level (word, phrase, baster, repetition, idiom, clause). The author also analyse 6 about the reason of code-mixing by Hoffman theory consist of seven reason (talking about topic, quoting somebody else, being emphatic about something, interjection, repetition used for clarification, expressing group identity and solidarity, and clarifying the speech content for the interlocutor). In this study used by videos beauty content Tasya Farasya's on YouTube, taken from the three videos on her channel. The first video entitled "*Produk Baru Focallure Mana yg Yes Mana yg No?!"*. The second video entitled "*Tahan lama? Kita buktikan Review YOU Rouge Power Matte Lip Cream*" and the third video entitled "*Bismillah Akhirnya MotherOfPearl Launching Foundation, Review So X Tra Peptides Sunscreen Foundation*"

RESEARCH METHODS

This research design uses qualitative method. Qualitative method is a method that focused on describing and analyzing phenomena, events, social activities, attitudes, believes, perceptions, thoughts, of an individual or community. According to Creswell (2009) "Qualitative method is a means for exploring and understanding the meaning individuals or groups ascribe to a social or human problem." The research data comes from the *Tasya Farasya's* YouTube video beauty content.

The method used in collecting the data were documentation method, observing method and note-taking. Documentation method is a research method that analyzed the recorder events that happened in the past, such as the videos that were used as data source in this study. The observing method is a research method that observes a certain subject which in this study is the code mixing uttered by Tasya in his YouTube videos. Then those methods were supported using note taking technique was used in order to collect the data from the data source. Here are some steps in collecting data, as follows first, the researcher watched *Tasya Farasya's* video beauty content and listen to what she said listen the utterance which contain code mixing. Then, documenting the transcript by note taking all utterances that contain code mixing said by *Tasya Farasya's*. After transcribing the utterances, the data highlighted the types of code mixing by Hoffman (1991) theory and level of code mixing by Suwito (1996) theory. Additionally, this research would fine out the reason for code mixing by Hoffman (1991) theory. The method used in this study was a qualitative method. The qualitative method usually requires the data in the form of words instead of numbers.

DISCUSSIONS

In this chapter present the result of analysis. The researcher analyzed the types of code mixing based on Hoffman's theory, Level of Code Mixing Based on Suwito's Theory and reason of code mixing based on Hoffman's theory

A. Types of Code Mixing Based on Hoffman's Theory

In this research, the data classified on Hoffman theory. According to Hoffmann (1991), the code mixing can divide into three categories namely intra-sentential, intra-lexical, and involvement in a change of pronunciation.

Intra-sentential Code Mixing

Intra-sentential code mixing is a type of code mixing that occurs within a word, a phrase, a clause, or a sentence boundary. Can occur at the beginning, middle or at the end of the sentence, without any interruptions, hesitation, or pauses that indicates a shift.

Table 1. Intra-sentential in Tasya Farasya Video Transcribe

Timestamps	Data	Types of Code Mixing
7.08 – 7.16	Ada beberapa <i>shade</i> nanti aku akan <i>insert swatches</i> semua warnawarnanya	Intra-sentential Code Mixing
3.11 – 3.14	Trus aku bisa jadiin <i>contour</i> beneran tuh kelihatan ya perubahannya	
9.26 – 9.41	Kita akan bikin buat <i>eyeliner</i> bawah ya. aku mau cobain yang warna yang satu lagi nih lumayan <i>glittery</i> ya. Jadi glitternya lumayan banyak yang rontok tapi setelah disemprot jadi lebih mending	
0.45 - 052	Gokilnya itu dia <i>transferproof</i> nggak gampang ilang tapi dia juga <i>pigmented</i> tapi sama sekali nggak bikin kering di bibir”	
2.06 – 2.09	Jadi biar <i>coverage</i> dari sunscreennya perlindungannya protection itu juga lebih bagus gitu kan pastinya”	

The data above categorized as the intra-sentential code mixing as the speaker mixes the English and Indonesian language. First Tasya said ‘*shade*’ in her utterances the meaning of the utterance color skin undertone and she said ‘*insert swatches*’ the meaning of the utterance is the act of trying make-up products that used to show people what the color and texture of a product look like more clearly. usually applied to the hands or on the face of the product function. The second word ‘*contour*’ means the outline or shape of something to change the shape of a surface, making some parts higher and some parts lower such as the cheekbones and the bridge of the nose, and shadow areas such as the jawline and forehead. The third word ‘*eyeliner*’ means a cosmetic product that used to frame the eyes and emphasize eye makeup.

The phrase ‘*transferproof*’ mean can defined as the ability of a cosmetic product to completely resist transferal from one surface to another and does not smudge. And the phrase ‘*pigmented*’ mean products for beauty that last longer than other lip products on the market. Tasya mixes English noun ‘*coverage*’ in her utterances. The meaning of the utterances is how much or how far something protected.

Intra-lexical Code Mixing

Intra-lexical code mixing refers to code mixing that happens to the word boundary, usually the speaker mixes English words by using Indonesian affixation, Indonesian prefixation (se-, me-, di-, nge-, etc). and Indonesian suffixation (-nya, -an, -in, etc).

Table 2. Intra-lexical in Tasya Farasya Video Transcribe

Timestamps	Data	Types of Code Mixing
3.51 – 4.08	Jadi plus-nya adalah dia beneran light weight banget gitu trus dia creaseless. Minus-nya itu kalau menurut aku kayak coverage-nya kurang dan warnanya ini oksidasi-nya lumayan	Suffix
0.03 – 0.15	Video review dan juga informasi lengkap dari foundation-nya MOP yg akhirnya akan segera launching setelah sebenarnya ini tuh ke undurnya udah setahun ya	
2.06 – 2.10	Jadi biar coverage dari sunscreen-nya perlindungannya protection itu juga lebih bagus gitu kan pastinya	
2.16 – 2.26	Untuk ‘coverage-nya’ ini jatohnya lebih light ya ringan banget ‘coverage-nya’ kalau misalnya dia udah nge-set tuh kayak agak di tarik lagi gituh loh kalau mau di-blend berarti ini kalau di kulit berminyak akan long lasting ya	Prefix
11.34 - 11.39	Nah jadi kalau karna ini di-lips dia bisa membantu untuk ngeombre bibir kita ya gitu	

The data above categorized as the intra-lexical code mixing as the speaker mixes the English and Indonesian language and English words in the form of suffix and suffix. Intralexical code mixing with the suffix -nya. -nya meaning the shows that the thing has either mentioned before, or implied in the transcript. Intra-lexical code mixing with the prefix nge-. The prefix nge- means to tell the active voice, it means the action done by subject. The prefix di- means form a verb into the passive form is subject to action

The suffix ‘plus-nya’ means value-added the data describes the plus is that the product is lightweight, so it's creaseless. The suffix ‘Minus-nya’ means lack the data describe the downside of this product is that it lacks coverage and the color changes quite a bit. ‘Coveragenya’ is basically how heavy or how light you want your makeup to look. The suffix ‘foundationnya’ means base to help you build a base for your makeup look and help you get an even tone on your skin, product created with the same color as skin color, cover facial defects such as acne, melasma, freckles. The suffix ‘sunscreen-nya’ means a product that you put on your skin to protect it from sun damage.

The prefix ‘nge-set’ means setting makeup so that it is ready for use or in its position, keeping everything looking flawless. Prefix ‘di-blend’ means technique that makes makeup look even and blends into the skin. Prefix “di-lips” means one of the most attractive features on face. Prefix ‘nge-ombre’ means blending of one color to another, usually blend color and shades from light to dark.

Involving a Change of Pronunciation

The type of code mixing occurs at the phonological Indonesia structure. For example, if happens when the Indonesian people say an English word, but they modify it into Indonesian phonological structure.

Table 3. Involving a change of Pronunciation in Tasya Farasya Video Transcribe

Timestamps	Data	Types of Code Mixing
3.11 – 3.14	<i>Trus aku bisa jadiin kontur beneran tuh kelihatan ya perubahannya</i>	Involving a Change of Pronunciation
3.15 – 3.28	<i>Oke untuk konsiler nya ini udah selesai aku gunain semuka-muka. aku udah bisa menyimpulkan jadi si konsiler ini beneran finisnya tuh matte dan bisa banget di bilang soft matte gitu karna dia matte tapi masih ada shine-nya</i>	
1.15 – 1.30	<i>Sekarang aku akan coba yang shade 01 nya dan pastinya setiap kita me-review komplexion kita akan cek ya oksidasi-nya gimana produk ini di sini ini yang shade 01 nanti kita akan liat ya kayak after beberapa saat warnanya banyak berubah atau enggak</i>	
5.18 – 5.32	<i>Nih ya Guys kita akan torture test pertama aku akan gosok-gosok pakai jari aku aman terkendali kan bibir aku uhuy bener bener aman ini bukan torture test lagi sih ini kayak tes yang sangat tidak meksens tapi dia lolos</i>	
9.27 - 9.33	<i>Jadi kalau misalnya ada hal-hal yang aku lupa sampaikan kalian masih bisa kayak tanya lagi aja DM aku komen di sini aku akan ngejelasin lagi nantinya untuk pricing-nya</i>	

According the data as shown in above, this data occurrences of Indonesian-English code mixing in the Involving a Change of Pronunciation. The data '*kontur*' this word should be pronounced '*contour*' in English. The pronunciation of this word change from /kontur/ meanwhile, the correct pronunciation is /'kan,tu:/. In Indonesian phonological structure the vowel /ɒ/ does not exist in which Tasya pronounced the vowel /ɒ/ becomes /o/. The data '*konsiler*' this word should be pronounced '*concealer*' in English. The pronunciation of this word change from /konsiler/ meanwhile, the correct pronunciation is /kən'sēlər/. In Indonesian phonological structure the vowel /ə/ does not exist in which Tasya pronounced the vowel /ə/ becomes /o/.

The data '*komplexion*' this word should be pronounced '*complexion*' in English. The pronunciation of this word change from /komplexion/ meanwhile, the correct pronunciation is /kəm'plekʃən/. In Indonesian phonological structure the vowel /ə/ does not exist in which Tasya pronounced the vowel /ə/ becomes /o/. The data '*meksens*' this word should be pronounced '*makesens*' in English. The pronunciation of this word change from /meksens/ meanwhile, the correct pronunciation is /mejkizens/. In Indonesian phonological structure the vowel /ɛ/ does not exist in which Tasya pronounced the vowel /ɛ/ becomes /e/. The data '*komen*' this word should be pronounced '*coment*' in English. The pronunciation of this word change from /koment/ meanwhile the correct pronunciation /'kɒm.ent/. In Indonesia phonological structure the vowel /ɒ/ does not exist in which Tasya pronounced the vowel /ɒ/ becomes /o/.

B. Level of Code Mixing

According to Suwito (1996), the declared code mixing is divided into six forms of words, phrase, baster, repetition, idiom, and clause. on the basis of the code mixing level classification, it can be discussed

Word Level

Word level type of code mixing that takes place when a morpheme or group of morphemes inserted in a spoken utterance.

Phrase Level

Phrase level type of code mixing is a group of words without a subject or a verb and serves as a part of speech.

Baster Level

Baster level type of code mixing that occurs when a baster is inserted in speaking act. In this context, baster is a result of combining of two words from different languages and it creates a single meaning. The words in English are added with Indonesian affixation to create the basic form, which is derived primarily from English.

Repetition Level

Repetition level type of code mixing occurs when a repetition word added into a spoken language.

Idiom Level

Idiom level type of code mixing is a group of word that has its own meaning. It signifies that because an idiom has developed new meaning, it cannot be understood as a single word

Clause Level

Clause type of code mixing occurs when a set of words, which is smaller than sentences but includes at least one subject and one predicate, is used. There are two clauses: an independent clause and a dependent clause

Table 4 Level of Code Mixing in Tasya Farasya Video Transcribe

Timestamps	Data	Level of Code Mixing
0.26 – 0.29	<i>Oke Sebelum kita mulai makeup-an aku akan kaya kasih moisturizer dan primer gitu dulu ya sedikit</i>	Word
0.50 - 0.59	<i>Kenapa karena ini extra banget sini tu ada kandungan skincare-nya disini tu ada allantoin ada peptide terutama dan ada Niacinamide SPF 40 PA++ dan disini tu juga ada brushnya teman-teman</i>	
8.21 - 8.36	<i>Nah ini tuh yang warna shimmer yang ada di palette ini itu kayak lebih glitter topper gitu yang sama sekali nggak lengket ya jadi ini kayaknya nggak bakalan banyak yang rontok-rontok juga kalau di pakein, sparkly banget ya coba kita blend lagi aja</i>	Phrase
10.40 – 10.50	<i>Selanjutnya ini ada face highlighter tapi ini bukan produk baru, dulu aku juga udah pernah review dan aku suka banget sama yang kontur-nya dulu aku tuh jarang pakai highlighter stick kaya gini iya ini aku inget aku dulu juga pernah pakai dan ini bagus</i>	

1.54 – 2.00	Tapi brush-nya lembut sih cuman kayaknya kalau buat ngebland satu muka lumayan lama ya lumayan makan waktu tapi brusnya lembut	Baster
2.16 – 2.26	Untuk coverage-nya ini jatohnya lebih light ya ringan banget coverage-nya kalau misalnya dia udah nge-set tuh kayak agak di tarik lagi gituh loh kalau mau di-blend . berarti ini kalau di kulit berminyak akan long lasting ya	
11.47 – 11.48	Kita akan coba pakai yang warna aku lagi suka yang pink-pink gitu kalau sekarang	Repetition
7.45 - 7.57	Nah trus akhirnya aku coba beberapa kali lagi tapi selalu di bibir aku tuh fine-fine aja dan aman-aman aja gitu dan lembab lembab aja lembut lembut aja terus tetap transferproof terus awet kalau di bibir aku pribadi nggak ada masalah	
9.55 - 10.10	Karena MOP tuh brand baru gitu ya aku pengen first impression itu bisa fullfil banyak orang tu aku nggak mau yang price nya itu terlalu over-the-top gitu Jadi aku pengen poin utamanya itu untuk biar awareness nya tuh makin besar gitu lho jadi kalau kalian tanya Kenapa harga bisa segitu ya karena itu Ngerti nggak sih temen-temen Ya kan	Idiom
10.38 - 10.45	8 8 hari Senin jam 12.00 siang dan harganya juga akan ada diskon 5% jadi ini early Bird catches the worm oke, kayak 5% semua diskon nya	
15.48	Oke kita tutup aja videonya bye- bye frend	
8.22 - 8.29	Karena kan kalau misalnya pakai sunscreen trus abis itu diatasnya foundation yang tidak ada SPF-nya takutnya kan kayak kegeser ketutup gitu kan nah kalau ini dia double protecting your skin no flashback	Clause

The data presented demonstrated that Tasya inserted the foreign language, English, into her native language, Indonesian. Code mixing above classified as level code mixing form of word level. The word ‘moisturizer’ means refers to the facial care product in which is usually used to maintain skin health and as a makeup preparation and ‘primer’ means refers to a product that is used to make the application of makeup easier and more optimal so that the results achieved look flawless. The word ‘extra’ means make too much more than what is usual, excessive. The word ‘allantoin’ means as a moisturizer to treat or prevent dry, rough, scaly, itchy skin and minor skin irritations. ‘peptide’ means the building blocks of certain proteins needed by the skin, like collagen and elastin. ‘niacinamide’ means helps hydrate skin, treats hyperpigmentation, promotes skin elasticity, decreases redness and blotchiness and acts as an antioxidant, fighting free radicals.

Tasya mixed the English into Indonesian and classified as level code mixing because the English word in the form of phrase level. Based on data above, Tasya said “glitter topper” to tell the audiences about her opinion towards the shimmer products on the eye palette reviewed. The phrasal noun glitter topper meant as the eye makeup product that was basically used in the top of the eyeshadow in order to make the glitter dimension on the eyes. The phrasal noun face highlighter meant as the product used to highlight a part of someone's face, while the highlighter stick meant as the highlighter product that was in the form of stick.

The mixing above is classified as baster level because the English words in the form of suffix and prefix. The data showed, Tasya inserted the foreign language that is English in her first language which is Indonesian language. She said "brush-nya" in the beginning on her utterance. The suffix "-nya" inserted on the word brush can be translated into the object with short pieces of stiff brush and attached to a handle and used to applying and smoothing the makeup applied on face. In addition, she mixed the Indonesian prefix "nge-" into the English word "blend" which means to show the efficiency of using the brush reviewed. The word blend meant to mix the whole makeup applied on face. Finally, the mixing above is classified as inter-lexical code mixing because the English words in the form of suffix and prefix. She said "coveragenya" in the beginning on her utterance to explain the potency of coverage the dark spot or the acne scars possessed of the makeup product reviewed. The suffix "-nya" inserted on the word set can be translated into the potency of the coverage of the makeup reviewed. In addition, she mixed the prefix "nge-" into "set" meant as the makeup was on set on the place and not shifted. Then, she mixed the prefix "di" in Indonesian to the English word "blend" meant to explain the feeling while mixing the makeup. Blend means as the activity of mixing the overall makeup products applied on face.

The mixing above is classified into level of code mixing in repetition level. Tasya mixed the two languages, English into Indonesian, the first language. Based on data above, Tasya said "*pink-pink*" to tell the product which color she likes. utterance "*pink-pink*" is a pale red color a color that is a mixture of red and white. Tasya said '*fine-fine*'. Utterance '*fine-fine*' means good, not badly or well enough.

Based on data above, Tasya said '*over-the-top*' to tell when you think that it is exaggerated, and therefore unacceptable. too extreme and not suitable. To conclude, Tasya mixed the two languages, English into Indonesian, the first language, and the mixing of over-the-top classified into level of code mixing in idiom level. Tasya said '*early Bird catches the worm*' to tell One who do something immediately or before other people do it: has the best chance. To conclude, Tasya mixed the two languages, English into Indonesian, the first language, and the mixing of early Bird catches the worm classified into level of code mixing in idiom level.

Based on data above, Tasya said '*bye-bye friend*' the code-mixed utterance is included in the clause level, the code can be classified as an independent clause. The independent clause is if the clause can stand alone without any other clauses. To conclude, Tasya mixed the two languages, English into Indonesian, the first language, and the mixing of bye-bye friend classified into level of code mixing in clause level. Tasya said '*double protecting your skin*' the code-mixed utterance is included in the clause level, the code can be classified as an independent clause. The independent clause is if the clause can stand alone without any other clauses. To conclude, Tasya mixed the two languages, English into Indonesian, the first language, and the mixing of double protecting your skin classified into level of code mixing in clause level.

The Reason Code-Mixing

This current study found six reasons out of seven from the data which are presented in the table as follows. There are Talking About Particular Topic, Being Emphatic about Something, Interjection, Repetition Used for Clarification, Expressing Group Identity, Clarifying the Speech Content for the Interlocutor

Table 5 Reasons of Code Mixing in Tasya Farasya Video Transcribe

Timestamps	Data	Reasons of Code Mixing
3.15 – 3.28	<i>Oke untuk concealer nya ini udah selesai aku gunain semuka-muka. aku udah bisa menyimpulkan jadi siconcealer ini beneran finishnya tuh matte dan bisa banget di bilang soft matte gitu karna dia matte tapi masih ada shinenya</i>	Talking About Particular Topic
10.13- 10.18	<i>Overall aku emang suka sama produk ini dan dibibir aku sendiri nyaman long lasting non drying ‘i love it</i>	Being Emphatic about Something
15.26 – 15.33	<i>Happy birthday focallure!!</i>	Interjection
1.10 - 1.17	<i>Lembut plumpy apa namanya kalau aku gede-gede in gitu kesannya tuh kayak natural gitu loh kayak ga keliatan nih aku nge-overdrawn bibir dengan menggunakan lip cream ini</i>	Repetition Used for Clarification
11.53 - 12.09	<i>Ok guys sekarang saatnya jadi 8.8 akan available di shopee semoga dengan ini kalian jadi lebih apa namanya lebih seru ya belanjanya karena udah sesuai request kalian dari tahun lalu banyak banget yang pengen MOP udah ada di shopee sekarang MOP finally udah ada official store di shopee kita tutup videonya Semoga semua informasi sudah aku sampaikan bye-bye Indonesia</i>	Expressing Group Identity
0.03 – 0.14	<i>Ini adalah video review dan juga informasi lengkap dari foundation-nya MOP yg akhirnya akan segera launching setelah sebenarnya ini tuh ke undurnya udah setahun</i>	Clarifying the Speech Content for the Interlocutor

The reason underlying the using of code mixing was related to talk about certain topic. The topic was related to the conclusion drawn by the speaker after applying ‘**concealer**’ which was ‘**soft-matte**’ implied gave the semi-matte finish look. This was in accordance with the sentence "si concealer ini beneran finishnya tuh matte dan bisa dibilang soft-matte gitu".

The reason for mixing the code in the sentence above is to make something clearer. Based on the sentence above, the speaker wants to emphasize is that she likes the lip product. The insertion of the sentence ‘**i love it**’ confirms that she fancies the product since it is ‘**long lasting**’ and ‘**non drying**’. The words long lasting and non drying refers to the reason why the product is comfortable to use.

The reason underlying the code mixing above was as an interjection. It implied that the exclamation mark in the end of the sentence as the emphasis of saying ‘**happy birthday**’ for Focallure.

Mixing language code was done by repeating the two words that bore the same meaning. The phrase *gede - gedein* in Indonesian contained the same meaning as ‘**ngeoverdrawn**’ lips. Overdrawn was a makeup technique that was usually done to get lips that look plumpy or big.

The reason for the code mixing in the sentence above was placed on the word *'guys'* which was the representation of the word *kalian* in Indonesian. The speaker wanted to affirm that the audiences could shop at will in the MOP *'Shopee official store'*.

The mixing of the code in the utterance above was due to the speaker intended to clarify what would be discussed. The phrase *'video review'* at the beginning was used to indicate that the video was a video containing her evaluation of the MOP *'foundation'* product which would soon be launched. This was supported by the following sentence "dan juga informasi lengkap dari foundationnya MOP yg akhirnya akan segera *'launching'* setelah sebenarnya ini tuh ke undurnya udah setahun". This was what explained the insertion of the word *video review* for reasons of clarification of the video.

CONCLUSION

Based on the analysis that have been done, there are three things that can be conducted in this study. First, there are three types of code mixing that have been analyzed. All type of code mixing are found in the data analyzed in the previous chapter. The first type of code mixing used Hoffman's theory is Intra-Sentential Code Mixing, Intra Lexical Code Mixing, Involvement in a change of pronunciation Code Mixing. There are 295 Intra-Sentential, which is dominant code mixing used by Tasya. There are 97 Intra-Lexical, there are 15 Involvement in a change of pronunciation, as the least types of mixing employed by Tasya in three video.

The second research question is the levels of code mixing used Suwito's theory. Word, phrase, baster, repetition, idiom, clause. The first level is word level, there are 173 findings of this level, which is dominant level of code mixing used by Tasya. The second level is phrase level, there are 115 findings in this level, this level is the second highest after word level. The third level is baster level, there are 97 findings of this level. The fourth level is repetition level, there are 15 findings in this level. The next level is idiom level, there are 2 findings of this level. And the last is clause level, there are 6 findings of this level.

The last research question is the reason of code mixing used Hoffman's theory. Among the seven reason of code mixing. The first reason is talking about particular topic, there are 29 findings of this reason. This reason is the second highest after talking about particular topic. The second reason is quoting somebody else, there is no data in this reason. The third reason is being emphatic about something, there are 16 findings of this reason. The fourth reason is interjection, there are 4 findings of this reason. The fifth reason is repetition used for clarification, there are 33 findings of this reason. Which is dominant reason of code mixing used by Tasya. The next reason is expressing group identity, there are 2 findings of this reason. The last reason is clarifying the speech content for the interlocutor, there are 17 findings of this reason.

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