

THE USE OF CODE MIXING AND CODE SWITCHING IN VIDEO “ CASE 001 : HEATHER DORNIDEN ” BY DEDDY CORBUZIER

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ABSTRACT

The present study examines the phenomenon of Code mixing and Code switching in the YouTube video entitled 'CASE 001: Heather Dorniden' by Deddy Corbuzier. The primary objective is to identify and analyse the types of code mixing and code switching used by Deddy Corbuzier in the video. In accordance with Muysken's theory, this research delineates the various forms of Code mixing, including Insertion, Alternation, and Congruent lexicalisation. Additionally, it elucidates the different types of code switching as by Poplack's theory, namely Tag switching, Inter-sentential switching, and Intra-sentential switching. This research employs a qualitative descriptive methodology to elucidate the meaning of the phenomenon, with data collected through transcription and categorisation based on Code mixing and Code switching. The findings of this study demonstrate that Deddy Corbuzier employs Code mixing and Code switching to enhance the appeal of his communication, rendering it more dynamic and interactive for his audience. Theoretically, this research can serve as a point of reference for future researchers engaged in developing sociolinguistic theories pertaining to the phenomenon of Code mixing and Code switching. Practically, this research offers insight into the linguistic strategies employed by bilingual individuals such as Deddy Corbuzier in interacting with their audience. The findings of this study can be incorporated into the educational curriculum to facilitate students comprehension of the communication skills associated with bilingualism and language variation in the context of an ever-changing digital environment.

Keywords: Bilingualism, Code Mixing, Code Switching.

ABSTRAK

Penelitian ini mengkaji fenomena Code Mixing dan Code Switching dalam video YouTube yang berjudul "CASE 001: Heather Dorniden," dari Deddy Corbuzier yang berjudul "CASE 001: Heather Dorniden," dengan tujuan utama untuk mengidentifikasi dan menganalisis jenis-jenis Code Mixing dan Code Switching yang digunakan oleh Deddy Corbuzier dalam video tersebut. Berdasarkan teori Muysken penelitian ini menguraikan jenis-jenis campur kode seperti penyisipan, penggantian, dan leksikalisasi kongruen, sedangkan teori poplack jenis-jenis alih kode seperti tag switching, inter-sentential switching, dan intra-sentential switching. Penelitian ini menggunakan metode deskriptif kualitatif untuk memahami makna dari fenomena tersebut, dengan data yang dikumpulkan melalui transkripsi dan pengelompokan berdasarkan Code Mixing dan Code Switching. Temuan penelitian ini menunjukkan bahwa Deddy Corbuzier menggunakan campur kode dan alih kode untuk meningkatkan daya tarik komunikasinya, membuatnya lebih dinamis dan interaktif bagi audiensnya. Secara teoritis, penelitian ini dapat digunakan sebagai acuan bagi peneliti selanjutnya dalam mengembangkan teori sosiolinguistik terkait fenomena campur kode dan alih kode, sementara secara praktis, penelitian ini memberikan wawasan tentang strategi linguistik yang digunakan oleh individu bilingual seperti Deddy Corbuzier dalam berinteraksi dengan audiensnya. Hasil penelitian ini dapat diintegrasikan ke dalam kurikulum pendidikan untuk meningkatkan pemahaman siswa tentang keterampilan komunikasi bilingualisme dan variasi bahasa dalam konteks digital yang terus berkembang.

Kata Kunci : Bilingualisme, Code Mixing, Code Switching.

INTRODUCTION

As social creatures, humans are inherently driven to engage in meaningful interactions with one another. Language can be considered a tool for human interaction. Pateda (2011: 7) defines language as a series of sounds that have been systemised as a tool (instrumentalist) enabling the individual to convey a message to the interlocutor and eventually establish a relationship of cooperation between the speaker and the interlocutor. Consequently, language can be defined as a system of

communication that enables the conveyance of messages between individuals. The utilisation of language facilitates the establishment of a collaborative relationship between speakers and listeners.

According to Chaer (2012) defines language as a system of arbitrary, meaningful symbols or sounds that is confessional, unique, universal, productive, varied, dynamic, humane, and used as a tool for social interaction. It serves to establish the identity of its speakers and to facilitate communication between individuals for the purposes of social interaction.

The world is home to a multitude of languages, with humans typically utilising two or more in their communication. The term "bilingual" is used to describe the use of two languages, whereas the term "multilingual" is used to describe the use of more than two languages. Pranowo (2017: 103) posits that the limitation of bilingualism is the use of two languages alternately, both productively and receptively, by an individual or by society. This phenomenon illustrates that bilingualism has become an integral aspect of everyday communication among Indonesian millennials. Moreover, Saddhono (2014) defines bilingualism as a phenomenon characterised by the use of two languages in a single speech act. This phenomenon is seen to reflect the social and cultural dynamics inherent to a multilingual society. It is therefore imperative to gain an understanding of bilingualism and its impact in order to facilitate effective and harmonious social interactions in an increasingly multicultural society.

As posited by Sayuthi (2020), code mixing entails the incorporation of multiple linguistic elements, including nouns, verbs, adjectives, phrases, and clauses, from a single lexical item. Consequently, code mixing enables more precise expression and reflects the dynamic nature of bilingual or multilingual communication.

As Syafaat and Setiawan (2019) posit, code mixing is regarded as a defining feature of youth culture, as it is perceived to enhance user confidence as a contemporary style in the social domain. Code mixing serves to exemplify linguistic adaptability and to reinforce social connections and cultural relevance among youth.

Rohardiyanto some young people and teenagers employ code-switching in their social media communication styles, drawing on both print and electronic media. This phenomenon reflects their capacity to adapt to a range of communication platforms, thereby demonstrating a high degree of linguistic flexibility. Consequently, code-switching enables them to convey messages in an effective and relevant manner within diverse social and media contexts. Lestariningsih (2019) posits that code switching can enhance students' engagement in English language learning. The deployment of code-switching optimises comprehension of the material and engenders active participation in the classroom. Consequently, code-switching has been demonstrated to enrich the learning experience and facilitate the development of students' language skills.

In the context of communication and learning, the use of language, including Code mixing and Code switching, is indicative of a high degree of linguistic flexibility. It facilitates better understanding and strengthens social connections and cultural identity among young Indonesians.

As a result of the problems previously described, the researcher has formulated the following research questions:

1. What are the types of code mixing that are used by Deddy Corbuzier in his youtube video " CASE 001 : HEATHER DORNIDEN " ?
2. What are the types of code switching that are used by Deddy Corbuzier in his youtube video " CASE 001 : HEATHER DORNIDEN " ?

METHODOLOGY

In this study, the researcher employed a qualitative descriptive research design, which was deemed the most appropriate methodology for the investigation. This design was selected for the purpose of describing and comprehending the phenomenon of code mixing and code switching, particularly in videos discussing "Case 001: Heather Dorniden" on YouTube by Deddy Corbuzier. Creswell (2014) defines qualitative research as an approach used to explore and understand the meanings derived from individuals or groups related to social or humanitarian issues. This approach allows for the collection of in-depth data through flexible methods such as interviews, observation, and document analysis.

The objective of this study is to analyse and elucidate the phenomenon of code mixing and code switching employed by Deddy Corbuzier in video content on his YouTube channel entitled "Case 001 : Heather Dorniden" . This research facilitates an understanding of the linguistic strategies employed by Deddy Corbuzier and the patterns of code mixing and code switching observed in his videos.

The analysis of code-mixing and code-switching in the YouTube video entitled 'Case 001: Heather Dorniden' by Deddy Corbuzier has been identified as a research topic of interest due to the unique and dynamic language use observed in the video. This linguistic phenomenon is particularly pertinent to the study of bilingualism, with a focus on the use of code-mixing and code-switching among Indonesian speakers. Additionally, the investigation of these linguistic strategies aims to enhance understanding of their role in enhancing communication effectiveness and attractiveness.

The data collection method in this research follows a qualitative descriptive approach. This analysis process begins with the transcription of data from Deddy Corbuzier's videos that contain code-mixing and code-switching. This step is very important to organise the data according to the research focus and prepare it for further analysis. Next, the data will be categorised based on code-mixing and code-switching. This process involves identifying the various situations and contexts in which language changes occur, which will then be interpreted in the analysis to illustrate the dynamic ways in which language is used in the videos. By following these steps, the data analysis will provide an in-depth understanding of how code-mixing and code-switching are used by teachers in learning situations, in accordance with the qualitative descriptive approach applied in this study.

This research employs a qualitative descriptive approach to data collection. The analysis process commences with the transcription of data from Deddy Corbuzier's videos that contain code-mixing and code-switching. This stage is of great significance, as it enables the organisation of data in accordance with the research focus and preparation for subsequent analysis. Subsequently, the data will be classified according to the criteria of code-mixing and code-switching. This process entails identifying the various situations and contexts in which language alterations occur, which will then be interpreted in the analysis to illustrate the dynamic ways in which language is employed in the videos. By following these steps, the data analysis will provide an in-depth understanding of how code-mixing and code-switching are utilized by educators in learning situations, in accordance with the qualitative descriptive approach applied in this study.

RESULTS AND DISCUSSION

No.	Utterances	Code Mixing / Code Switching	Types of Code
1.	Ketika lu dengar itu semua, what you gonna do?	Code Switching	Intra-sentential

			Switching
2.	Cuman, masalahnya, talking about fight back, fight back itu gampang diomongin susah dilakuin	Code Switching	Intra-sentential Switching
3.	Makannya banyak orang yang nggak berhasil karena mereka cuman bisa ngomong doang, you know. They just talk, talk, talk, talk, they never work that talk.	Code Switching	Tag Switching
4.	Am I right? Dan orang yang ada di atas, Sembilan puluh sembilan persen adalah orang-orang yang lengah.	Code Mixing	Alternation
5.	Listen to me, Sembilan puluh sembilan persen mereka adalah orang-orang yang lengah.	Code Mixing	Alternation
6.	Now listen to me, Ada seorang pelari Wanita Bernama Heather Dorniden.	Code Mixing	Alternation
7.	Di putaran terakhir dia memimpin paling depan, and then accident happen, BOOM! she fall, dia jatuh.	Code Mixing	Alternation
8.	Dia jatuh pada saat yang lain melanjutkan goalsnya. But here is the catch.	Code Switching	Inter-sentential Switching
9.	Heather, yang tadinya atlet yang diprediksikan oleh semua orang bahkan penonton- penonton yang ada di sana bakal menang, begitu dia terjatuh, what happen? Think, what happen?	Code Switching	Intra-sentential Switching
10.	Prediksi yang ada di kepala orang-orang lain yang menonton pertandingan tersebut gone, hilang langsung, jadi gone, hilang.	Code Switching	Intra-sentential Switching
11.	Harapan penonton, harapan orang-orang kepada Heather yang jatuh pada saat itu,	Code Switching	Intra-sentential Switching

	GONE! Puff! Disappear, hilang.		
12.	Sebenarnya ada satu anggota tim dari Heather, karena ini by team ya pertandingannya , berhasil menggantikan posisi Heather, dan memimpin perlombaan yang berlangsung.	Code Mixing	Insertion
13.	Dia bangun, dia berlari lagi, menyusul pelari lainnya satu per satu dari jarak yang jauh, satu per satu dari jarak yang jauh, and she won. She won.	Code Switching	intra-sentential code switching
14.	Karena ketika orang-orang sudah tidak percaya saat Anda terjatuh, can you get up? Run? And not giving up? Can you? Get up, run, and not giving up? Can you?	Code Switching	Intra-sentential code switching
15.	Pertanyaan yang lebih besar sebenarnya adalah what happen? Apa yang terjadi?	Code Switching	Intra-sentential code switching
16.	Jatuhnya Heather, tidak membuat trauma pada Heather. You know what happen?	Code Switching	Inter-sentential code switching.
17.	Jatuhnya Heather membuat adrenaline rush dari kemarahan dia karena dia jatuh	Code Switching	intra-sentential code switching
18.	Itu kata-kata saya tadi. When you're top there, up there, Anda lengah.	Code Switching	intra-sentential code switching.
19.	does it make sense?Jadi kalau kita sebagai manusia diremehkan, it's an opportunity to show who you really are. It's an opportunity to prove yourself that you are better than that.	Code Switching	inter-sentential code switching
20	Makannya saya bertanya, apakah Anda heather? Or can you be Heather? Or do you have that? To be Heather?	Code Switching	Intra-sentential code switching
21	Kalau kalian lihat video tadi, it seems impossible.	Code Switching	intra-sentential code switching

22.	Impossible untuk Heather bisa berdiri, berlari lagi, lalu menang di pertandingan.	Code Mixing	Insertion
23.	Makannya Nelson Mandela pernah berkata it's always impossible, it's always impossible until it's done.	Code Switching	intra-sentential code switching.
24.	Nah, berapa banyak diantara kalian yang berhenti ketika mendapatkan hambatan yang ada di depan kita? Sekecil apapun hambatannya and then you stupidly giving up.	Code Switching	intra-sentential code switching.
25.	Berapa banyak dari kita yang mengatakan bahwa dunia ini tidak adil? The world is not fair, but you know what? Since when dunia adil? Sejak kapan dunia adil? Dunia memang tidak adil. That's why the winners win.	Code Switching	intra-sentential code switching.
26.	Gue sering denger banget banyak orang yang ngomong ketika mereka mau mendapatkan apa yang mereka inginkan, alasan, tau alasan? Reasons. Reasons is easy, alasan itu gampang. Result. Result is not easy. Alasan gue cape gue cape	Code Switching	intra-sentential code switching.
27.	Lu mau tau favorit gua apa? Gua nggak punya Waktu. You know what? You're stupid. You're stupid. Cape? Like, seriously?	Code Switching	Inter-sentential code switching.
28.	Mereka bilang YOLO, you only live once. YOLO lu buat apa? Lu cape? You think I'm not tired? You think I'm happy? You think I'm doing all of the things that I do I'm happy? You think I work out every fucking days I'm happy? NO! I'M TIRED!	Code Switching	Intra-sentential code switching.
29.	You know I'm talking, saya	Code Switching	Intra-

	bicara seperti, saya ngomong seperti ini enggak akan bikin mereka sadar juga.		sentential code switching.
30.	And I love it, karena banyak yang tidak sadar, I always be number one. Always be number one.	Code Switching	Intra-sentential code switching.
31.	Kalau masalahnya di diri mereka sendiri dan mereka tidak sadar, then what? So what? You listening to this, you happy, o iya, oke, he's right, dia bener, and then after that what? You forget. You forget what I say.	Code Switching	Inter-sentential code switching.
32.	Sebelum mereka punya winner mentality, winner mentality, mereka tidak akan pernah berubah.	Code Switching	Intra-sentential code switching
33.	And they're happy with what they have. Mereka sudah senang dengan apa yang mereka punya.	Code Switching	Inter-sentential code switching
34.	Karena kita tidak bisa mengubah orang lain, kita enggak bisa mengubah keadaan, tapi kita bisa mengubah diri kita sendiri. Look inside, not outside.	Code Switching	inter-sentential code switching
35.	I don't have time hari ini	Code Switching	intra-sentential code switching

The following is an explanation of the table displayed above :

1. Intra-sentential switching

The sentence "Ketika lu dengar itu semua, what you gonna do?" provides an example of intra-sentential switching, whereby the language change occurs within one sentence without clause separation. The bahasa phrase "Ketika lu dengar itu semua" is followed by the English phrase "what you gonna do?" in one complete sentence structure. This language switch takes place in the middle of the sentence, maintaining cohesion and understanding without significant changes in grammatical structure.

2. Intra-sentential switching

In this instance, the English phrase "talking about fighting back" has been inserted into a sentence that is mostly in Indonesian. This linguistic transition occurs without any clear demarcation

between different sentences or clauses, but rather within one unified sentence. Intra-sentential switching refers to a linguistic phenomenon whereby a single sentence or clause incorporates elements of two or more languages. In the present case, the English phrase “talking about fighting back” appears in the middle of an Indonesian sentence, without significantly altering its grammatical structure. This exemplifies the alternating use of languages within a single sentence unit, which is a defining feature of intra-sentential switching.

3. Tag Switching

The phrase "you know" in the sentence "Makannya banyak orang yang nggak berhasil karena mereka cuman bisa ngomong doang, you know. They just talk, talk, talk, talk, they never work that talk." falls under the category of tag-switching. The main reasons are that this phrase is a short insertion that does not alter the main sentence structure and has a clear pragmatic function in conversation.

4. Alternation

This linguistic phenomenon demonstrates a distinct alteration in grammatical structure when transitioning from one language to another, wherein each component maintains its inherent grammatical integrity. Furthermore, the function and context of the two parts of the sentence are distinct. The initial component functions as a question in English, whereas the subsequent element represents a statement in bahasa. This structured transition between languages exemplifies the concept of alternation in code mixing, whereby two disparate grammatical structures are integrated into a unified sentence.

5. Alternation

The alternation of grammatical structures between two languages within a single sentence. The initial component of the sentence, "Listen to me," constitutes a complete clause in the English language, exhibiting the conventional grammatical structures of that language. The second part, “Sembilan puluh sembilan persen mereka adalah orang-orang yang lengah”, constitutes a complete clause in bahasa, exhibiting the grammatical structures typical of that language. This linguistic transition occurs at a clear point, where each part of the sentence maintains its own grammatical integrity without any merging of the grammatical structures of the two languages. This demonstrates the presence of two distinct grammatical systems being employed interchangeably in one larger sentence.

6. Alternation

The sentence in question exhibits a notable alternation of grammatical structures between the two languages involved. The initial component of the sentence, "Now listen to me," constitutes a complete clause in the English language, exhibiting the conventional grammatical structures of that language. The second part of the sentence, "Ada seorang pelari Wanita Bernama Heather Dorniden", is a complete clause in bahasa, comprising bahasa grammatical structures. The language switch occurs at a clear point, with each part of the sentence maintaining its own grammatical integrity without any merging of the grammatical structures of the two languages. This indicates the presence of two different grammatical systems being used interchangeably in one larger sentence.

7. Alternation

The two languages exhibit a contrast in grammatical structures within the same sentence. The initial portion of the sentence, "Di putaran terakhir dia memimpin paling depan" constitutes a

complete clause in bahasa, exhibiting the characteristics of that languages grammatical structure. The second part, "and then an accident happened", is a complete clause in English with an English grammatical structure. Subsequently, the clause "BOOM! she fell", continues the use of English, followed by a clause in bahasa, "she fell". This language switch occurs several times in one sentence, with each part of the sentence maintaining its own grammatical integrity. This demonstrates the utilisation of two distinct grammatical systems in a single, integrated sentence.

8. Inter-sentential switching

A language switch occurs between two distinct clauses or sentences. The initial component of the sentence, "Dia jatuh pada saat yang lain melanjutkan goalsnya", constitutes a complete clause in bahasa, despite the incorporation of the term "goals" from English. The second part, "But here is the catch", constitutes a complete clause in English. The inter-sentential switching occurs between two distinct and autonomous sentences, each maintaining its own grammatical structure. The term inter-sentential switching denotes a language change that takes place across sentence or clause boundaries. In this instance, the language change is evident between the initial and subsequent sentences. This illustrates that the language change does not occur within a single clause, but rather between two disparate clauses. Consequently, this classification aligns with the aforementioned definition of inter-sentential switching.

9. Intra-sentential switching

Intra-sentential switching is defined as a linguistic phenomenon whereby a change is made within a sentence or clause, as opposed to between sentences. In the example, "Heather, yang tadinya atlet yang diprediksikan oleh semua orang bahkan penonton- penonton yang ada di sana bakal menang, begitu dia terjatuh, what happen?" there is a shift in linguistic focus from Heather to the athlete's anticipated victory. In the phrase "Think, what happened?," there is a shift in linguistic mode from bahasa to English within the same sentence. At the outset of the sentence, the language employed is bahasa, with an explanation of Heather's circumstances and a prediction of victory. Nevertheless, at the conclusion of the sentence, the speaker transitions to English with the inquiry, "What happened? Think, what happened?" This shift occurs within the same sentence boundary, without the separation of clauses or sentences, and is therefore an example of intra-sentential switching. In other words, within a single sentence, there is a combination of alternating usage of two languages, which defines the phenomenon of intra-sentential switching.

10. Intra-sentential switching

A linguistic switch occurs within the same sentence. The main structure of the sentence is in bahasa "Prediksi yang ada di kepala orang-orang lain yang menonton pertandingan tersebut" This is followed by the English phrase "gone, hilang langsung, jadi gone, hilang" This incorporates an English element, namely the word "gone" in the middle of the bahasa phrase. This language shift does not occur between different clauses or sentences; rather, it occurs within one complete sentence, where the English element is inserted between the bahasa elements. In other words, the word "gone" appears in the middle of an bahasa sentence without changing the grammatical structure of the bahasa sentence as a whole. This demonstrates that the language change occurs within the same sentence, in accordance with the definition of intra-sentential switching.

11. Intra-sentential switching

The linguistic shift occurs within the same sentence. In this sentence, bahasa is employed at the beginning and middle to reflect the audience's expectations of Heather. Nevertheless, at the

midpoint of the sentence, there is a discernible transition to English, with the use of words such as "GONE!" and "Disappear," before reverting to bahasa with the term "missing." The aforementioned language switch occurs without the separation of sentences or clauses; it occurs within a single sentence. This demonstrates that the sentence is an instance of intra-sentential switching, whereby an English element is incorporated into an bahasa sentence without a comprehensive alteration in language. In this context, the English element is presented as part of the same sentence, exhibiting the hallmarks of intra-sentential switching.

12. Insertion

An English element, the phrase "by team," has been inserted into the bahasa sentence. The term insertion is used to describe the phenomenon whereby a word or phrase from a foreign language is incorporated into the sentence structure of the main language without replacing the language as a whole. In the present case, the phrase 'by team' serves to provide additional clarification regarding the nature of the match and is inserted into the bahasa sentence in such a way that it does not affect the overall sentence structure. The use of this phrase does not result in a change to the overall language of the sentence; rather, it introduces elements from English into the bahasa sentence.

13. Intra-sentential switching

A linguistic shift occurs within the confines of a single sentence. In this sentence, bahasa is used to describe Heather's initial actions and situation: "Dia bangun, dia berlari lagi, menyusul pelari lainnya satu per satu dari jarak yang jauh, satu per satu dari jarak yang jauh" However, in the middle of the same sentence, English is used with the phrase "and she won. She won" This language switch occurs without separating sentences or clauses, but rather within a single sentence. The English element appears as part of the sentence expressing the climax or end result of the action described earlier in bahasa. This demonstrates the typical characteristic of intra-sentential switching, whereby two languages are used interchangeably within the same sentence, without the restriction of separate clauses or sentences.

14. Intra-sentential switching

The language switch occurs within the same sentence. Bahasa is used initially to provide an explanation of the situation, before switching immediately to English to pose questions and offer encouragement. This switch occurs without separating sentences or clauses, demonstrating the alternating use of two languages in a single sentence. This introduces linguistic variety and provides greater emphasis to the message being conveyed.

15. Intra-sentential switching

A linguistic shift occurs within the same sentence. The initial segment of the sentence employs bahasa to introduce the inquiry, "Pertanyaan yang lebih besar sebenarnya adalah" Nevertheless, midway through the sentence, the language shifts once more, this time to English, with the phrase "What happened?" before reverting to bahasa with "What happened?" This transition occurs without the separation of sentences or clauses, but rather within the context of a single sentence structure. English elements are employed to emphasise the core of the question, while the beginning and end of the sentence remain in bahasa.

16. Inter-sentential switching

The change in linguistic register occurs between two distinct sentences. The initial clause employs bahasa to convey that Heather's fall did not result in traumatic consequences for her: "Jatuhnya

Heather, tidak membuat trauma pada Heather", The second part of the sentence, which employs English, inquires, "Do you know what happened?" This linguistic shift occurs between two discrete sentences, one in bahasa and the other in English. There is no internal language shift within the same sentence; however, each sentence retains its own language.

17. Intra-sentential switching

The language switch occurs within the same sentence. The main part of the sentence is in bahasa, comprising the phrase "Jatuhnya Heather membuat ... dari kemarahan dia karena dia jatuh", while the phrase "adrenaline rush" is in English. This language switch occurs without separating sentences or clauses, but takes place within a single sentence structure. This demonstrates that two languages are used interchangeably within the same sentence, which is a characteristic of intrasentential switching.

18. Intra-sentential switching

In this sentence, an English phrase, "When you're top there, up there," is inserted in the middle of a bahasa sentence. Despite the English origin of the phrase, it is integrated into a complete bahasa sentence structure that begins and ends in bahasa "Itu kata-kata saya tadi" dan "Anda lengah". This linguistic shift occurs within the same sentence, and English is used in the middle of bahasa without any sentence separation.

19. Inter-sentential switching

The sentence "Jadi kalau kita sebagai manusia diremehkan, it's an opportunity to show who you really are" can be translated as follows: "Therefore, if we are treated with disrespect as human beings, it presents us with the chance to demonstrate our true character and abilities." "It is an opportunity to demonstrate that one is superior to such treatment," is more accurately classified as inter-sentential switching. In this sentence, the language shift occurs between two distinct sections. The initial section of the sentence employs bahasa, "Jadi kalau kita sebagai manusia diremehkan," while the subsequent two sections utilize English: "It's an opportunity to show who you really are." This presents an opportunity to demonstrate that one is more than capable of meeting the challenge.

In this instance, the English section is presented as a standalone unit following the bahasa section, indicating a clear transition between the two languages within the context of the sentence. There is no merging of languages within a single sentence; instead, each part of the sentence is presented in a different language.

20. Intra-sentential switching

The act of language switching occurs within the context of a complete sentence. In this sentence, bahasa is used at the beginning and at the end, in the form of the questions "Makannya saya bertanya, apakah Anda Heather?" and "To be Heather?", while the middle of the sentence employs the use of English, as evidenced by the phrase "Or can you be Heather? Or do you have that?" The language switch from bahasa to English and back to bahasa occurs within the same sentence structure, without separating sentences or clauses. This demonstrates that two languages are used interchangeably in one complete sentence, which is a typical characteristic of intrasentential switching. The English element in the middle of the sentence introduces linguistic variety and complexity, while the beginning and end of the sentence remain in bahasa.

21. Intra-sentential switching

In this sentence, Indonesian is used at the beginning of the sentence “Kalau kalian lihat video tadi”, while the English phrase “it seems impossible” appears in the middle of the sentence without any separation from the preceding or following clauses. The language transition from bahasa to English and vice versa occurs within a complete sentence structure.

22. Insertion

In this instance, the English word “impossible” is introduced at the commencement of a sentence that is predominantly in bahasa. This insertion does not alter the fundamental grammatical structure of the bahasa sentence; the English phrase functions as an independent element. The term insertion is used to describe the addition of words or phrases from one language into a sentence structured in another language, where the main sentence structure remains in the dominant language, while elements from the other language are incorporated. In this instance, the English phrase “Impossible” does not affect the overall structure of the bahasa sentence and only functions as a separate additional element, therefore the insertion category is more appropriate to describe this type of language shift.

23. Intra-sentential switching

The sentence begins with bahasa, with the English phrase occurring at the end. The bahasa phrase is “Makannya Nelson Mandela pernah berkata”, while the English phrase is “it's always impossible, it's always impossible until it's done”. The transition from bahasa to English occurs without the use of punctuation to separate sentences or clauses, but within the same sentence structure.

24. Intra-sentential switching

The language switch occurs within the same sentence. bahasa is used at the beginning of the sentence and at the beginning of the next clause, while the English phrase (‘and then you stupidly gave up’) appears in the middle of the sentence. The language switch from bahasa to English takes place without separating sentences or clauses, reflecting the characteristics of intrasentential switching, whereby two languages are used interchangeably within one complete sentence structure.

25. Intra-sentential switching

The phenomenon of language switching occurs within the same sentence or clause. In this sentence, the language switch from bahasa to English and vice versa occurs within a single complete sentence structure. To illustrate, the English phrases “The world is not fair” and “That's why the winners win” are embedded within the bahasa sentence, indicating that the language shift does not occur between different sentences, but rather within the same sentence. Furthermore, the sentence “Since when dunia adil?” also exemplifies intrasentential switching, whereby two languages are used interchangeably within a single clause. This reflects the typical characteristics of such switching, which typically occurs without the use of separating sentences or clauses.

26. Intra-sentential switching

The phenomenon of language change manifests within the boundaries of a single sentence or phrase. This sentence demonstrates a combination of English and bahasa elements within a single, coherent sentence structure. To illustrate, the phrases “Reasons. Reasons is easy” and “Result. Result is not easy” exemplify the insert of English words into the middle of an bahasa sentence structure. This phenomenon of language change occurs between bahasa elements without separating the grammatical structure of the sentence as a whole. The English element is

positioned in the middle of the bahasa phrase, indicating that the language change occurs within a single sentence or phrase, without clear clause or sentence boundaries.

27. Inter-sentential switching

The switching of languages between bahasa and English sentences is evident in the following example: "You know what? You're stupid. You're stupid" In this case, bahasa clause is followed by an English sentence that doesn't combine elements of both languages in the same grammatical structure. This demonstrates a clear change of language between the two sentences.

28. Intra-sentential switching

The occurrence of language switching within the same sentence or phrase is the underlying cause of this phenomenon. In the given sentence, a combination of English and bahasa elements can be observed. The English elements include the phrases "You think I'm not tired?" and "You think I'm happy?," while the bahasa element is "Lu cape?" This linguistic switching occurs within the same sentence structure, without any separation of the clause or sentence as a whole.

29. Intra-sentential switching

The phenomenon of language change manifests within the confines of a single sentence or phrase. In the present case, the English phrase "You know I'm talking" has been inserted into a bahasa sentence, which continues with "saya bicara seperti" and "saya ngomong seperti ini enggak akan bikin mereka sadar juga", This linguistic transition occurs within the same sentence structure, without the separation of the clause or sentence as a whole. This observation lends support to the classification of this phenomenon as intra-sentential switching.

30. Intra-sentential switching

The phenomenon of language change manifests within the same sentence or phrase. Despite the initial English phrase and subsequent bahasa phrase, the two languages are integrated within a single sentence. This linguistic transition occurs within a single grammatical unit, suggesting that the language shift occurs within a single sentence structure.

31. Inter-sentential switching

Language alternation manifests as a change in language between different sentences or clauses. In this instance, there is a clear shift from bahasa to English and vice versa at points of separation, such as after a comma or full stop. This linguistic phenomenon occurs between different phrases or clauses, rather than within the same sentence or phrase.

32. Intra-sentential switching

The language change occurs within the same sentence. The English phrase "winner mentality" is inserted into a bahasa sentence and appears in a sentence structure that is not separated by punctuation or a clear clause separator. This intra-sentential switching is evidenced by the fact that the language switch occurs within the same sentence structure, thus supporting its classification as such. Although insertion is also relevant, intra-sentential switching is more appropriate as the language switch occurs within the same sentence structure.

33. Inter-sentential switching

The phenomenon of language change manifests as a shift in linguistic expression between two distinct sentences. In this context, an English phrase is followed by a bahasa phrase without any discernible language change within the sentence or clause. A clear language switch occurs at the points of sentence separation, which lends support to the classification of this phenomenon as

inter-sentential switching. In this particular instance, the English and bahasa sentences are presented as standalone units, rather than as part of a unified sentence structure.

34. Inter-sentential switching

The interjection of an Indonesian phrase between two English sentences demonstrates a clear language switch at the points of sentence separation, which supports the classification of this phenomenon as inter-sentential switching. In this case, the English and Indonesian sentences are not integrated into a single sentence structure, but rather stand as discrete units.

35. Intra-sentential switching

The phrase "I don't have time hari ini" is an example of intra-sentential switching, whereby the English phrase "I don't have time" and the bahasa phrase "hari ini" are used in a single sentence without a clear separation between the two. This type of language switching occurs within the same sentence structure.

The analysis revealed a multitude of instances of code-mixing and code-switching in the video "Case 001: Heather Domiden" created by Deddy Corbuzier. As the result, in types of Code mixing there are 2 utterances of insertion, 4 utterances of Alternation, 0 utterances of Congruent Lexicalization and In types of Code switching, there are 1 utterances of tag switching, 21 intra-sentential switching, 7 Inter-sentential switching. In total, there are 6 instances of code mixing and 29 instances of code switching being used in the video. These findings demonstrate how Deddy Corbuzier deliberately utilises these linguistic techniques to optimise communication efficacy and engage a bilingual audience.

According to Muysken's theory, there are three main types of code-mixing: insertion, alternation and congruent lexicalisation. Insertion code-mixing occurs when a word, phrase or sentence from one language is inserted into the sentence structure of another language. Alternation code-mixing occurs when the speaker switches between the two languages in conversation, often alternating between sentences or phrases and then continuing in Indonesian. Congruent lexicalisation in this study occurs when words from both languages have similar equivalents in structure and meaning.

On the other hand, Poplack divides code-switching into three main types: tag switching, inter-sentential switching and intra-sentential switching. Tag switching in the videos occurs when the speaker uses words or phrases from one language as markers or additions in sentences from another language. Inter-sentential switching also occurs when the speaker switches whole sentences from one language to another between different sentences. For example, Deddy Corbuzier might start a conversation in Bahasa and then switch completely to English to explain a more complex concept. Intra-sentential switching occurs when a speaker uses words or phrases from different languages within a single sentence. This often happens in informal situations such as everyday conversations or in informal videos such as those uploaded by Deddy Corbuzier.

Implication the analysis of this study show that in the context of Deddy Corbuzier's video, Code Mixing and Code Switching are used for specific communicative effect. The strategic use of these two phenomenon can increase the appeal of the content and facilitate better understanding between speakers and viewers with different language backgrounds.

CONCLUSION

In conclusion, the analysis of code-mixing and code-switching in Deddy Corbuzier's video "Case 001: Heather Dorniden" reveals their effective use as communicative strategies. These linguistic techniques, categorized according to Muysken and Poplack's frameworks, serve to emphasize key points, engage a

bilingual audience, and convey complex emotions. Through alternation between Indonesian and English, Corbuzier ensures that his messages are impactful and relatable, reflecting the sociolinguistic reality of urban Indonesians. This bilingual approach enhances clarity and expressiveness, highlighting Corbuzier's adaptable and contemporary persona. The study underscores how code mixing and code switching enrich media content, making it dynamic and culturally relevant to diverse audiences.

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