Code-Mix Analysis on Maudy Ayunda's YouTube Content Titled "The Science of Love-Maudy Ayunda's Booklist"

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Abstract-This research analyzes the phenomenon of code-switching in the video titled "The Science of Love-Maudy Ayunda's Booklist," uploaded by Maudy Ayunda on a video-sharing platform. The research methodology involves data collection through video analysis to identify instances of code-switching between Indonesian and English in Maudy Ayunda's discourse. Following identification, an analysis is conducted to understand the reasons behind the use of code-switching and its impact on public communication. The research findings indicate that code-switching is employed to enrich information delivery, emphasize concepts, and reach a broader audience. This phenomenon reflects the cultural and linguistic complexity in multilingual societies. Code-switching also plays a role in social inclusion and effective communication. This study provides valuable insights into cross-cultural and cross-linguistic communication and its relevance in the context of globalization and social media.

Keywords: Video Analysis, Code-Switching, Public Communication, Social Inclusion, Maudy Ayunda

I. INTRODUCTION

Language code-mixing, or the use of more than one language in a single conversation or communication situation, has become an increasingly common phenomenon in everyday life, especially in multilingual societies around the world. This phenomenon reflects the ever-evolving cultural and communication dynamics in the era of globalization, where individuals have easier access to multiple languages through social media, entertainment, and cultural exchange. In the context of Indonesia, a country with many regional languages and diverse cultures, language code-mixing has also become an important aspect of daily communication. This research has a particular focus on the phenomenon of language code-mixing in the context of public communication, which includes the use of code-mixing in a video titled "The Science of Love-Maudy Ayunda's Booklist" uploaded by Maudy Ayunda on video-sharing platforms, such as YouTube. The video features the simultaneous use of Indonesian and Ayunda. This research aims to identify and analyze how language code mixing is used in the video, as well as to understand its purpose and impact in the context of public communication and popular culture.

Maudy Ayunda is a multitalented Indonesian artist known as a singer, actress, writer, and education activist. She has produced various artworks that are well-known in Indonesia and has been recognized for her achievements. One interesting aspect to research is how Maudy

Ayunda uses language code mixing in her works, especially in the videos she uploads. The use of language code mixing by public figures such as Maudy Ayunda can provide insight into how this phenomenon is used in the context of entertainment and popular culture (Eliastuti, et.al, 2023).

In addition, the phenomenon of language code-mixing also has an important sociolinguistic impact in understanding communication across cultures and languages. In Indonesia, which has a diverse range of languages.

and dialects, the use of language code-mixing has become an integral part of people's speech culture. This is reflected in a variety of contexts, ranging from everyday conversations to mass media, such as television, radio and the internet. Indonesians often fluently switch between Indonesian, local languages, and foreign languages such as English in their communication. The use of language mixing in Indonesia can also be a mechanism for social inclusion. For example, in situations where some people may not have a good command of Indonesian or English, language code-switching enables more effective communication. (Wenda, Kabanga, & Labobar, 2022).

This research will discuss the use of language code-mixing in the video "The Science of Love - Maudy Ayunda's Booklist" and try to answer questions such as why language code-mixing is used in this context, whether it affects audience understanding, and what impact it has on Maudy Ayunda's public communication. This research is expected to provide deeper insights into language code- mixing in Indonesian popular culture and Maudy Ayunda's contribution to understanding this phenomenon.

In the context of growing globalization and multiculturalism, an understanding of how language is used in various communication contexts is becoming increasingly important. This research will help fill the knowledge gap in the understanding of language code-mixing in the Indonesian context and its impact in public communication. In addition, this research can also contribute to the understanding of how culture and language interact with each other in the ever- evolving digital and social media era (Hadiwijaya, Amalyasari, & Yahmun, 2021).

II. METHODS

This research will be conducted by following the steps of a structured research methodology. The first step is data collection, where data will be obtained from analyzing a video titled "The Science of Love-Maudy Ayunda's Booklist" uploaded by Maudy Ayunda on video sharing platforms, such as YouTube. This video will be the main source of data for this research. After data collection is complete, the next step is the identification of instances of language code mix. In this stage, the researcher will carefully identify words, phrases, or sentences in the video that use both languages, namely Indonesian and English. Each instance of code-mixing will be recorded and the context in which the code-mixing occurs will also be documented.

Next, the research will enter the stage of code-mix analysis. The researcher will seek a deeper understanding of why language code-mixing occurs in certain situations in the video. The analysis will include examining whether the use of multiple languages has a certain impact on the understanding of the content of the video or whether the language used depends on the context or the message Maudy Ayunda wants to convey. The results of the analysis will be interpreted to reveal the significance of language code-mixing in the communication in the video. The research will try to explain the reasons behind the use of language code-mixing, such as whether this is done to enrich the delivery of information, emphasize certain concepts, or for other reasons that may be related to the audience or Maudy Ayunda's communication goals (Istikharoh, et.al, 2023).

III. RESULT AND DISCUSSION

This research focuses on analyzing the language code mix in the video entitled "The Science of Love-Maudy Ayunda's Booklist" uploaded by Maudy Ayunda. In the video, there are a number of examples of code mixing between Indonesian and English that reflect the use of multiple languages in the context of communication. This code-mixing occurs when Maudy Ayunda uses English words or phrases in sentences that are mostly in Indonesian.

Table 01. Code Mix in Maudy Ayunda's YouTube Content Titled "The Science of Love-Maudy Ayunda's Booklist"

Dialogue	Analysis of Indonesian and English Code Mix
"Today's topic will be really exciting because we will be talking about *love and relations*."	Indonesian *("ngebahas")* and English ("love and relations") code mix.
""One of the theories that can also make you last with your partner in the book *charge* by Amelovin and Rachel color the author shares a lot about the *science* behind our closeness to someone who turns out there are several types and each has a different effect on our relationship is interesting."	Indonesian and English code-mixing is used to convey information about relationship theory.
"Let's discuss *Inside* first *Dependency is not about thing attachment* or attachment is often considered a negative connotation maybe because we feel that if we are attached to someone it means we are weak."	Indonesian ("we are attached") and English ("Dependency is not about thing attachment") code mix.
"Now if we already know our attachment style type, let's try to think about what our behavior type is actually like and what we really need from our partner, interestingly, the most common *combo* is a *couple* where there is one person paired with a different one."	Mix code of the word "couple" which means couple in English and the word "combo" which means two in Indonesian.
"And this can eventually become a *toxic* relationship, so how do we get out of the *Loop,* maybe the theory is easy but it's hard to practice but *we have to dry to be more understanding of your partner's style*."	English code mix is present in this word, starting from the word "toxic", "loop", and the advice sentence, "*we have to dry to be more understanding of your partner style*."
"*Inside the* third tips for dealing with conflict from our conversation earlier, we know that people are different so you can imagine that in a relationship, conflicts can occur, which is the most important thing."	The English code mix in this sentence is in the word "inside" which is located at the beginning of the sentence
"We must learn to open ourselves up because *finding a balance between independence and connection* is important, the important thing is self-awareness of communication and continued joint efforts."	The English code mix in this sentence is in the word "inside" which is located at the beginning of the sentence

In the dialog presented, there is the use of Indonesian and English code-mixing which creates variety in the delivery of information as well as adding nuance to the conversation. First, the speaker mentions the topic of discussion which "will be really exciting because we will talk about love and relations." Here, code-mixing occurs with the word *"ngebahas"* which is Indonesian slang, combined with the English phrase "love and relations," describing the topic to be discussed. Then, the dialog continues with a discussion about relationship theory. The phrase "the author shares a lot about the science behind our closeness to someone" mixes the word "sharing" from English, which means sharing or talking, with Indonesian. This provides additional color in the description of the theory.

In the next section, the speaker started the discussion on types of attachment in relationships with the word "Inside" used as an introduction. The use of the English word "Inside" adds diversity to the presentation of the theory. Then, in the discussion of behavior in relationships, there is code-mixing between the English word

"couple" which refers to a couple, and the Indonesian word "combo" which means two. This describes a situation where two individuals with different types of attachment are in a relationship. In the context of overcoming conflict in relationships, words such as "toxic" and "loop" from English are used, bringing a diverse feel to the language. The advice "we have to dry to be more understanding of your partner's style" also creates an interesting mix. Finally, in ending the dialog, the use of the word "Inside" at the beginning of the sentence creates a transition between parts of the conversation. This shows that in the dialog, Indonesian and English code-mixing is carefully used to produce a varied and refreshing delivery.

The use of language code mixing in conversation, as seen in the dialog presented, can provide an additional dimension to communication. It reflects flexibility in language use in various contexts and allows speakers to express themselves with more accuracy and depth (Triyadi & Pratiwi, 2022). In the dialog, code-mixing between Indonesian and English is used to explain complex concepts, such as attachment types in relationships. English is often used for technical terms or certain concepts that have no equivalent word in Indonesian. This allows the speaker to explain ideas more precisely and in detail. In addition, language code-mixing can also increase interest and diversity in conversations. Especially in a multilingual environment or among individuals who have different cultural backgrounds, language code-mixing reflects recognition of linguistic and cultural diversity. It can also be a tool to enrich conversations and provide different nuances in daily communication (Hapsari & Mulyono, 2018). For example, in the dialog, code-switching is used to make a serious topic such as relationship theory more interesting and relevant in the context of a casual conversation. The use of language code- mixing reflects the speaker's adaptation to their audience. In situations where listeners have a diverse understanding of language, code-mixing can help ensure that the message conveyed is well understood by all parties. It demonstrates the speaker's ability to communicate effectively with a variety of audiences, which is an important skill in an increasingly connected global context. Thus, code-mixing not only enriches conversations, but also reflects adaptability and inclusion in communication (Suwarna, 2022).

3.1 Factors Causing Code Mix

Language code-mixing is indeed a phenomenon that often occurs in communication, and the factors that influence it are very diverse. One concrete example of the phenomenon of language code mixing is Maudy Ayunda, an Indonesian artist and singer who has studied at an international school in Jakarta and continued her studies abroad. Maudy Ayunda's educational experience reflects some of the factors that cause language code mixing in the communication of individuals like her (Karina, Irma, & Permadi, 2022).

First, the factor of the educational environment in an international school in Jakarta is one of the reasons why Maudy Ayunda is familiar with the use of English in an educational context. In an international school, English may be the main language in the learning process, so individuals like Maudy Ayunda will have a high comfort level in using English. This will be reflected in her daily conversations, including in social media and public interviews, where she often uses English or code- mixes between English and Indonesian (Karina, Irma, & Permadi, 2022).

Furthermore, Maudy Ayunda's experience in pursuing education abroad may also influence the language preference used in her communication. When one lives or studies in an English-speaking country, as Maudy Ayunda experienced, she may be more accustomed and confident in communicating using English. This can result in language code mixing in her conversations, especially when she tries to express concepts or ideas that she has learned in English (Herrawati & Sufanti, 2020).

Maudy Ayunda's use of language, particularly her tendency to switch between Indonesian and English, is a concrete example of how educational background and international experience can contribute to language code-mixing in individual communication. Maudy's choice to use English or switch between languages during her conversations reflects the strong influence of her educational experience, which has shaped her high level of comfort and proficiency in communicating in English. It also shows how individuals can adapt their language use based on the context and environment in which they find themselves. Maudy Ayunda's educational journey, which includes studying at an international school in Jakarta and pursuing higher education abroad, has exposed her to

diverse linguistic environments. This exposure has likely contributed to her ability to switch fluently between languages. Her use of English is not just a linguistic choice, but also reflects her international background. Maudy Ayunda's code-switching demonstrates the practice of language adaptation in various contexts. She utilizes language skills to communicate effectively with a wider audience, recognizing that her audience may come from various linguistic backgrounds. This ability underscores the importance of linguistic diversity and inclusivity in an increasingly globally connected world, where effective communication requires sensitivity to the linguistic needs of diverse audiences.

Maudy Ayunda's use of language is an interesting case study that illustrates how educational background and international experience can influence an individual's language choice and code- mixing behavior. Her ability to adapt language based on context and cater to diverse audiences highlights the importance of linguistic inclusiveness in this increasingly connected world (Herrawati & Sufanti, 2020). Language code-mixing, i.e. the use of more than one language in a single conversation or communication situation, is a complex phenomenon with many underlying reasons. First of all, language comfort plays an important role in this phenomenon. Individuals tend to use the language they know well or feel comfortable with in order to convey a message clearly. This can happen if one has undergone intense education in one language or has deep experience in a particular language (Nurlianiati, Hadi, & Meikayanti, 2019). Multilingual environments play a significant role in the phenomenon of language code mixing. When individuals live in societies that have diverse languages and dialects, they are often exposed to different languages in their daily lives.

In such a context, the phenomenon of language code-mixing becomes more common and can occur more naturally. In a multilingual environment, people are often exposed to a variety of languages in their social interactions, whether in the family, school, work, or the general public. They can hear others speaking in different languages and may feel comfortable using words or phrases from different languages when communicating. This can happen because they want to convey the message more precisely or according to the context that is being discussed (Wirawan & Shanunaa, 2021). In a multilingual environment, people often find themselves interacting with individuals who have different language backgrounds. This can also trigger language code-mixing as an attempt to bridge language differences and enable more effective communication between different language groups. Thus, multilingual environments create contexts that support and facilitate language code-mixing ineveryday communication (Listyaningrum, 2021).

The influence of social media and entertainment in the era of globalization has played a significant role in encouraging the phenomenon of language code-mixing. The digital age and easier access to different languages through social media, music, movies and entertainment have created an environment where individuals are routinely exposed to diverse languages and cultures. Social media, as a platform for information sharing and social interaction, allows individuals to engage in global conversations. They can follow international accounts, access content in different languages, and communicate with individuals from different language backgrounds. In this context, language code-mixing emerges as a tool to participate in global discussions, especially when individuals want to understand or voice different cultural viewpoints. In addition, global entertainment, such as music, movies and television series, often use multiple languages in their work (Wulandari, Setiawan, & Fadila, 2023). This allows viewers and listeners to become familiar with diverse languages and may feel comfortable using words or phrases from foreign languages when speaking. Some foreign language words or phrases can even become popular and become part of pop culture in a particular society. In some cases, words or phrases from a foreign language may fit better or have a more profound meaning in certain contexts. This encourages individuals to mix languages in their communication to achieve a better level of expression. Therefore, the influence of social media and global entertainment has become an important factor in the rise of language code-mixing in daily conversations (Rizkita & Wirawati, 2021).

Language code mixing also serves as an expression of cultural identity or affiliation with a particular group. In some contexts, the use of certain language or phrases can be symbolic to show ethnic origins or affiliation with a particular culture. Individuals may choose to code-mix languages as a way to honor and celebrate their

cultural roots, as well as to feel more connected to similar cultural communities. In addition, language use in communication is influenced by various factors such as the context of communication and the target audience. In formal or professional situations audiens individuals may tend to use more official or standardized language to achieve a more serious or professional impression. On the other hand, in a more relaxed environment or among close friends, they may feel more comfortable using more relaxed colloquial language and code-mix according to the style of speech prevalent among them (Zahra, Anggraeni, & Wahyuni, 2022). Individual speaking styles can also play a role in language code-mixing. Some people have a natural tendency to code-mix as part of their speaking style. They may find that language code-mixing helps them convey ideas more dynamically or express themselves better. In arts and creativity, language code mixing is often used as a tool to create unique and interesting work. Writers, artists and content creators often code-mix language in their works to give it an added dimension and grab the audience's attention. This is one of the ways in which language code mixing can be used creatively to create greater impact in communication and the arts (Kartikasari, 2023).

Language development is an important factor in the occurrence of code mixing in daily communication. Language is not static; it changes and develops over time. In this process, languages often adopt words or phrases from other languages to describe new concepts or objects that may not yet exist in the language. When languages adopt these new words, individuals often naturally include them in their conversations. The adoption of new words from other languages can also occur due to the influence of foreign cultures or globalization (Yanti, Nirmala, & Chamalah, 2020). In an increasingly connected era of globalization, individuals are often exposed to different languages and cultures through media, travel, or interactions with people from different cultural backgrounds. As a result, words or phrases from foreign languages can easily make their way into an individual's everyday language, creating language code-mixing. Language code-mixing as a result of the adoption of new words can also reflect the flexibility of language in adjusting to the times. A language capable of adopting new words allows individuals to express modern concepts or social changes more accurately. Thus,

language code- mixing becomes one of the ways in which language continues to adapt to changes in society and technology (Karyati, 2022).

IV. CONCLUSION

In this study, the author successfully identified and analyzed the phenomenon of language code mixing in the video "The Science of Love-Maudy Ayunda's Booklist" uploaded by Maudy Ayunda on video sharing platforms, such as YouTube. The results show that Maudy Ayunda consistently uses language code-mixing between Indonesian and English in her content. This language code-mixing is used for various purposes, including to provide richer nuances in message delivery, highlight certain concepts, and create a unique language style. In many cases, the use of this language mix does not hinder audience comprehension, and can even enhance the appeal of the content.

In addition, this research also provides insights into how language code-mixing can be an important part of public communication in the digital and social media era. In the multilingual and multicultural Indonesian region, the use of language code-mixing has become one of the important characteristics of everyday speech. This research shows that language code-mixing is not only a linguistic phenomenon, but also has profound cultural implications. Dual language use can reflect an individual's or group's cultural identity, values and communication style.

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