

Under Hoffman's Framework: The Analysis of Code-Switching and Code-Mixing in Leonardo Edwin's Youtube Video Channel

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ABSTRACT

This research focused on analyzing the types and reasons for code-switching and code-mixing that occur in five videos on Leonardo Edwin's YouTube channel. The aims of this research were: (1) to identify the types of code-switching used by Leonardo Edwin on his YouTube channel, (2) to identify the types of code-mixing used by Leonardo Edwin on his YouTube channel, and (3) to determine the reasons for the code-switching and code-mixing employed by Leonardo Edwin on his YouTube channel. The objects of this research were five videos from Leonardo Edwin's YouTube channel, titled Alaska. To conduct this research, the researcher employed a descriptive qualitative method. In analyzing the data, the researcher used content analysis based on the Hoffman framework. The results of this research show that the dominant type of code-switching is inter-sentential code-switching, accounting for 58.07%, while the dominant type of code-mixing is intra-sentential code-mixing, accounting for 68%. The primary reason for code-switching and code-mixing is discussing specific topics, which constitutes 80.77%. The implications of this study are to provide insights into the types and reasons for code-switching and code-mixing used by Leonardo Edwin and to illustrate how bilingual individuals utilize code-switching and code-mixing on YouTube.

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INTRODUCTION

People interact with one another every day through communication. Communication allows individuals to get to know one another and share their thoughts, feelings, and emotions. Language proficiency can influence one's sense of identity and self. Wardhaugh (2006) states that language is something spoken by members of a particular society, identifying it as a national identity that distinguishes one group from another. Language acts as a medium for communication and a bridge between individuals and the social environment. This is supported by Trudgill (2000), who describes language not only as a tool but also as a competent means for building and maintaining relationships between people, as cited in Maheswara (2022). Thus, language can be interpreted as a social identity used as a communication tool to build relationships in society.

Hamers and Blanc (2000) argue that people often speak more than one language, suggesting that the human brain is evolved to manage multiple languages. Bilingualism occurs when speakers proficiently use both their first and second languages in interactions. In their daily lives, many people use two or more languages. Currently, Indonesians not only use one language but often

incorporate several languages into their daily conversations. This phenomenon is referred to as bilingualism (Manalu, 2023). Jendra (2010) notes that bilinguals are those who can speak two or more languages. A person is considered bilingual if they can use multiple languages simultaneously when communicating. For example, Generation Z or millennials often use Indonesian as their mother tongue and English as a second language. They frequently combine languages, a phenomenon known as code-switching or code-mixing.

Romaine (1992), as cited in Gultom (2021), defines code-switching as the use of multiple language varieties or styles by a speaker within the same discourse or utterance, or across different interlocutors or situations. Research on code-switching in linguistics is fascinating as it provides insight into factors such as the speaker's linguistic proficiency, habitual use of multiple languages, and the social relationships and distances between interlocutors. Code-switching is often employed when a speaker cannot adequately express themselves in one language due to limited vocabulary.

Code-mixing, a phenomenon closely related to code-switching, is described by Wardhaugh (2006) as the integration of elements from two languages within a single sentence. It typically involves the alteration of a few words in speech without a shift in the subject and may include morphological and lexical items. Muysken (2000) defines code-mixing as the use of lexical items and grammatical constructions from two different languages in a single sentence. Code-mixing is a common and inevitable outcome of bilingual and multilingual language use, often occurring in informal settings. It involves the blending of two or more languages within a single conversation to engage listeners.

The phenomena of code-switching and code-mixing are prevalent in daily life. With technological advancements, these phenomena can be observed not only in face-to-face interactions but also in digital platforms such as TikTok, YouTube, Instagram, Twitter, and Facebook. YouTube, in particular, has grown into a popular platform for sharing audiovisual content, featuring diverse channels catering to various interests such as cooking, daily vlogs, pranks, and other social topics.

Code-switching and code-mixing are commonly observed among YouTubers such as Boy William, Nessie Judge, Livy Renata, and Deddy Corbuzier. This research focuses on Leonardo Edwin as the subject because he frequently uses Indonesian and English in his YouTube videos. Leonardo Edwin is an Indonesian YouTuber known for his travel content. A graduate of the University of Washington, Leonardo has created various videos, including a series about his travels to Alaska, which serves as the focus of this study.

Previous studies have also explored code-switching and code-mixing. For instance, Maheswara (2022) analyzed code-switching and code-mixing in the Rintik Sedu YouTube channel video "It Meant You're Growing". Using descriptive content analysis, she identified 16 instances of code-switching and 15 instances of code-mixing between Indonesian and English, classifying them as external codes. Another study by Sari and Kusumawardhani (2021) examined code-switching and code-mixing in the talk show Catatan Najwa featuring Maudy Ayunda. This study found inter-sentential code-switching as the most frequent type, with nine instances, and insertion as the dominant type of code-mixing, with seven instances. Similarly, Cahaya et al. (2023) studied code-mixing in Fathia Izzati's YouTube video "Realistically Set & Reach Your Goals!" and found that 96% of the utterances involved intra-sentential code-mixing, with "talking about a particular topic" being the primary reason.

Based on this context, Leonardo Edwin was chosen as the subject of this study due to his active use of English in daily life and social interactions, making him an appropriate subject for linguistic research. YouTube was selected as the platform because it enables creators to publish content in the public domain, where language-switching often occurs. This study aims to analyze code-switching and code-mixing in five videos from Leonardo Edwin's Alaska playlist using Hoffman's (1991) framework. Unlike previous studies, this research involves multiple videos and contributes to understanding the types and reasons for code-switching and code-mixing among

YouTube content creators.

Hernández-Campoy (2014), as quoted in Søreng (2023), emphasizes the importance of studying communication and language on social media. This study provides insights into linguistic phenomena in digital platforms and contributes to the broader understanding of bilingualism and language learning through code-switching and code-mixing.

METHOD

A descriptive qualitative method was utilized for this study. The researcher employed the descriptive qualitative method to describe and analyze the codes used by Leonardo Edwin in his videos and to determine the reasons for code-switching and code-mixing. According to Hoffman (1991), descriptive qualitative research focuses on the collection of data in the form of words rather than numbers.

The goal of this study was to examine Leonardo Edwin's statements that involved code-mixing and code-switching in his videos. The Alaska playlist on Leonardo Edwin's YouTube channel served as the data source for this research. The data were collected using various methods, including audiovisual analysis, interviews, documentation, and observation (Creswell, 2003). Specifically, the research used documentation by watching the videos, transcribing the speech, identifying instances of code-switching and code-mixing, and categorizing the identified data. Finally, the researcher classified the data based on their forms, types, and reasons for code-switching and code-mixing.

The data on the types and reasons for code-switching and code-mixing were analyzed using Hoffman's (1991) theory. The analysis was conducted interactively and continuously. The researcher collected utterances from the videos, classified them into categories based on types of code-switching and code-mixing, and then analyzed the reasons behind these instances. The frequency of each type of code-switching and code-mixing in Leonardo Edwin's videos was also calculated.

To ensure the validity of the data, the researcher consulted language experts, particularly lecturers, as validators and critically checked their qualifications and relevance to the study. This process was supported by grounded theory. The validation steps included collecting all the data, categorizing them into types and reasons, and submitting a draft of the data findings to the validators for review and verification.

FINDINGS AND DISCUSSION

The result of this research, divided into three parts, there are types of code switching and code mixing and the reasons of code switching and code mixing. The theory of this research proposed by Hoffman (1991).

Table 1. The Code Switching Types percentage on Leonardo Edwin's Video

No.	Types of Code Switching	Data	Percentage
1.	Intra-sentential switches	13	41.93%
2.	Inter-sentential switches	18	58.07%
3.	Establishing continuity switches	0	0%
4.	Emblematic switching	0	0%
Total		31	100%

1. Code Switching

Based on the results of the data above, there are two types of code switching that researcher found in Leo's utterance. The result shows type of code switching founded in five videos is Intra-sentential switches occurrence is 18 with percentage (58.07%) the most commonly code switching. Leo use or create inter-sentential switching due to language switching in many sentence limits.

Intra-sentential switches

The kind of code switching that contained the switched that occurred within a clause or sentence boundary, where each clause or sentence was in one or other language.

Data 1

“Hi again guys sekarang mau jam 1 pagi, kita lumayan telatsih ini, Aurora forecast powernya 4/10 jadi there's a chance of viewing it, tapi might not be strong gitu, cuman bisa dilihat tipis mungkin tapi we gonna try, sekarang posisi auroranya ada di atas kita persis”. (Hi again guys now it's about 1am we are quite late anyway this Aurora forecast power is 4/10 so there's a chance of viewing it but it might not be strong so it can only be seen thinly maybe but we're gonna try, now the position of the aurora is above us exactly).

In this case, Leo explained to the viewer that they were late to see the aurora and that the aurora forecast was not very strong but they still tried to see the aurora. The utterance code switching happened when Leo switch his language within sentence boundary. Based on the data, it could have been seen as intra-sentential switching in Leo's utterance, in the middle of the utterance Leo switched his language into English and then he continue with Indonesian language and at the end of utterance he used Indonesian language again. In this data, the reason of code switching was talking about particular topic, the speaker told about the condition of the aurora to make audience understand the topic in line with (Titian Adi, 2018) code switching happens because the speaker talked about a particular topic that he felt free and more comfortable to switch the language.

Inter-sentential switches

This kind of code switching that contained the switches that occurred between a clause or sentence boundary where each clause or sentence was in one or other language.

Data 2

“Either one of the two lah. Oke kita masuk ya nih sepatuku udah kemasukan air guys dari tadi kaos kakinya udah basah udah lembab, kita coba lihat”. (Either one of the two lah, okay we go in, my shoes are already waterlogged guys from earlier the socks are already wet already moist, we try to see).

From the speaker utterance, the data belonged to the type of inter-sentential switches. In the context, the speaker showed a conversation about choices about the built he saw. The speaker started his utterance by used English and then used Indonesian. This was an example of an inter-sentential type of code switching where the switch occurred at the boundary of different clauses or sentences, so this made the utterance fell into the type of code switching with the reason for use, namely talking about particular topic, where the speaker talked about topics that could have been seen from the word either one of two which referred to the built around the giftshop.

Establishing continuity switches

This type of code switching took place to carry on the preceding speaker words, much like when an English-speaking Indonesian speaker attempted to respond in the same language. The researcher in this study did not find this typed in Leonardo Edwin's speech. For example: A catalan- Spanish bilingual, in response to a Spanish speaker who had said: “Y se van a molestar, no? No tienen por que. But there is no reason why they should” A Catalan- Spanish bilingual: Bueno! Si que tienen por que” (Hoffman, 1991).

Emblematic switching

This type of code switching involves inserting tags, exclamations, and specific phrases from one language into an otherwise non-English statement. Leonardo Edwin's speech did not have this

type, according to the researcher's findings. As in, "It's a nice day, hana?" whether a Panjabi or English person says it. (Hai, is that right?). Another illustration would be if an adult English-speaking Spanish American said, "Oh! Hey! It was awkward. Though that was incredibly pleasant, I felt ashamed (Hoffman, 1991)

Table 2. The Code Mixing Types percentage on Leonardo Edwin's Video

No.	Types of Code Mixing	Data	Percentage
1.	Intra-sentential code mixing	32	68%
2.	Intra-Lexical code mixing	13	27.70%
3.	Involving a change pronunciation	2	4.30%
Total		47	100%

2. Code Mixing

Based on Hoffman (1991), there were several type of mixing : Intra-sentential code mixing, Intra-Lexical code mixing and Involving a change pronunciation. The mixing types detected in five videos on the "Leonardo Edwin" YouTube channel were displayed in the table above. Under Hoffman's concept, there are three different types of code mixing: involving a change in pronunciation, intra-lexical code mixing, and intra-sentential code mixing. Based on the aforementioned classifications, it was evident that intra-sentential code mixing, which occurred 32 times and accounted for 68% of the code mixing in Leo's utterances, was the highest type.

Intra-sentential code mixing

Intra-sentential code definition when a phrase, clause, or sentence border appeared in an oral or written communication, such as in Indonesian-English, it called mixing.

Data 3

“Approach ke fairbanks itu aku kena mental jujur aja karena lihat dari jendela itu putih semuanya, benar-benar realize kalau wah gila nih bakal ke tempat salju, itu Ada lewatin sungai gitu sungainya beku jadi enggak ada airnya benar-benar es semuanya Oh my god aku kena mental jujur aja”. (Approach to Fairbanks, I was mentally hit, to be honest because looking from the window it was white everything really realized that wow it's crazy to be going to a snow place, there was a river passing through so the river was frozen, so there was no water, it was really all ice, Oh my god, I was mentally hit to be honest).

From the data obtained, the sentence above included in the code mixing with intra-sentential code mixing type because the speaker inserts some English words in his speech. In the context the speaker described his reaction to arrive in Fairbanks with a snowy landscape. The word “realize” described the speaker feelings about the clarity of the snow that could have been seen from inside the plane. The utterance included in the word level of code mixing. The speaker expression of surprised referred to the reason for code mixing with the typed of interjection that could be seen from the word “Oh My God”. Interjection is commonly shows in a short exclamation such as that Leo utterance Oh my God!, Wooah, Look!.

Intra-lexical code mixing

Intra-lexical code-mixing was the second kind of code-mixing. This kind occurred inside a word boundary. A mix could happen when affixes introduced to a word.

Data 4

“Oke jadi trip kali ini aku bareng temanku Dilon, kita bakal berangkat ke Alaska, nah sebelumnya waktu aku beli tiket ke US aku udah bilang ke Dilon. Dil Aku bakal ke US nih 1 bulan kita ngetrip yuk ke mana gitu.” (Okay so this trip I'm with my friend Dilon we are going to Alaska

well before that when I bought a ticket to the US I already told Dilon. Dil I'm going to the US for 1 month, let's go on a trip.)

In here, the speaker told the audience about trip to Alaska, before that Leo talked about traveling to the US for a month, during which time he told his friend to went on a trip to Alaska. From the utterance is included as intra-lexical code mixing. According to (Hoffman, 1991) when speakers connect a word boundary in their speech it is intra-lexical code mixing. Speaker added the word "-nge" before the word "trip" in his utterance. This was done since the utterance contained an English phrase mixed with the Indonesian prefix, and the word was added to the phrase without changing it is structure. In the data, the speaker emphasizes the word to provide clarity for viewers to understand the English word he was uttered. Given that the speaker's primary focus for this video is the trip to Alaska, it is conceivable that he was talking about particular topic in that statement.

Involving a change pronunciation

Data 5

“*ini baggage carousel-nya ada dua,1,2 terus ini langsung deretan car rentals kita udah pesan kita ambil yang ini national jadi kita bakal langsung aja*” (There are two baggage carousels, 1,2 and then this is directly the row of car rentals we have ordered, we take this national one, so we will go directly).

According to the data above, it may be categorized as involving a change in pronunciation because the speaker's word was modified to fit the Indonesian phonological structure, and the term "national" in Indonesia could be pronounced as "nasional." (Hoffman, 1991) claimed that at the phonological level, when Indonesian individuals pronounce English words, they are changed into Indonesian phonological form. The reason of this code mixing based on the context is talking about particular topic. He brings up a particular topic are baggage and car rental, he explained the location of the airport where there are 2 baggage carousels and there is also a place for car rental.

Table 3. The reason of Code switching and Code mixing in Leonardo Edwin’s Video

No.	Reason	Occurrence	Percentage
1	Talking about particular topic	63	80.77%
2	Quoting somebody else	3	3.84%
3	Being emphatic about something	4	5.13%
4	Interjection	4	5.13%
5	Repetition used for clarification	4	5.13%
6	Intention of clarifying the speech content for interlocutor	0	0%
7	Expressing group identity	0	0%
Total		78	100%

From the table above, it can be determined that perhaps the most common cause of switching and mixing phenomena is talking about particular topic it occurs 63 times with percentage (80.77%). Talking about particular topic people would rather spoke in one language than another while discussing a specific subject. A speaker may occasionally feel more at eased and free to communicate their emotional stated in a language other than their native tongue. In the case of Leo, used talking about particular topic to explained or told about a specific topic.

By applying Hoffman's (1991) theory to analyze the types and reasons for code switching and code mixing, we can find the kinds of code switching and code mixing in Leonardo Edwin's YouTube videos. We can see that the YouTube platform can be used as a medium to research cases such as linguistic phenomena that occur among bilingual communities. The development of technology facilitates the spread and development of languages which are increasingly becoming more variants with diverse users. The results showed the use of code in every utterance made by Leo in his monologue and when he was talking to his friend. The implications of using code

switching and code mixing make the audience know the types and factors that cause code switching and code mixing, not only that this is a practical example of learning language in real life and can help someone who wants to learn a language with a clear context, besides that by using bilingual Leo has its own appeal to the audience on his channel. As we know that nowadays not only in social environments, we can find the use of this language style in social media as well.

Among young people, bilinguals have been used extensively. This supports the researcher's investigation on Leo's video and its conclusions. Readers interested in researching the use of bilinguals might utilize the research's findings as information. Hoffman's theory regarding the kinds and a cause of code switching and code mixing in the primary speaker, Leonardo Edwin, was applied by the researchers in this study. Based on the preceding address, the investigator contends that the utilization of code switching and code mixing is a prevalent occurrence in contemporary times. These days, a lot of people converse in two languages at times. This helps us learn new words more thoroughly, and everyone benefits from this phenomena.

CONCLUSIONS

Based on video analysis, researchers found code switching and code mixing in five videos of Leonardo Edwin on his YouTube Channel. Based on the research results that have been described from the analysis, researchers found 78 data consisting of 31 code-switching data and 47 code-mixing data. To analyze and classify the types and reasons for code-switching and code-mixing, researchers applied the theory proposed by (Hoffmann, 1991). From the data there were four types of code switching according to Hoffman (1991): intra-sentential code switches, inter-sentential switches, establishing continuity switches and emblematic code switching with two typed of usage. In this study, there were 31 code-switching data with two typed of usage. The first was intra-sentential switching obtained 13 data out of 31 (41.93%) and the second was inter-sentential switches obtained 18 data out of 31 (58.07%). Based on the data founded, the highest type of code switching is inter-sentential switches used by Leonardo Edwin in the Tripped to Alaska video on his YouTube Channel.

The researcher used the theory of code mixing by (Hoffman, 1991) there are three types and the result showed 47 code mixing data divided into intra-sentential obtained 32 (68%) data, intra-lexical 13 (27.70%) data and involving pronunciation changed 2 (4.30%) data. The data showed that intra-sentential code mixing was the most dominant. In the video, the speaker did a lot of code mixing in his utterances.

Hoffman lists seven reasons for code switching and code mixing, of which the researcher identified five in this study. The findings showed 78 data divided into talking about particular topic obtained 63 (80,77%), being emphatic about something 4 (5,13%), interjection 4 (5,13%), quoting somebody else 3 (3,84%) and repetition used for clarification 4 (5,13%) data. Based on the results, the researcher determines that discussing an explicit topic is the furthestmost common since the speaker gave a clear context for each speech, which made it simpler for the audience to understand the explanations the speaker made in each conversation.

This study aims to provide a reference for future research on code-switching and code-mixing, emphasizing their prevalence in both different environments. By focusing on informal environments, this study invites further investigation on code-switching in formal environments. Future studies could examine more recent videos or trending issues among the public by identifying different types and motivations for code-switching. The findings apply to several platforms, including YouTube, and contribute to a better understanding of code-switching and code-mixing in everyday life. Future researchers could use different platforms such as TikTok, Threads, or others to conduct new research using different theories.

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