A Study of Code-Mixing Used in Daniel Mananta's YouTube Podcast Interview with Putri Tanjung

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Abstract

This research explores the types of code-mixing that appear in the conversation and the reasons for their use, drawing on Hoffman's (1991) theoretical framework. The data were taken from a YouTube podcast episode in which Daniel Mananta interviewed Putri Tanjung, a conversation containing numerous instances of Indonesian mixed with English. This study employed a qualitative descriptive approach to examine utterances exhibiting code-mixing. The results indicate that the podcast features three main types of code-mixing: intra-sentential, intra-lexical, and changes in pronunciation. Among these, intra-sentential code-mixing appears most frequently, characterized by the insertion of English words or phrases within Indonesian sentences. Based on Hoffman's framework, the primary reasons for code-mixing include discussing specific topics, quoting someone else's statement, emphasizing certain points, using interjections, repeating words for clarification, and clarifying messages for the listener. In summary, the use of code-mixing in this podcast serves both communicative and social functions, illustrating how bilingual speakers express identity, demonstrate fluency, and exhibit adaptability in digital conversations. This research contributes to the understanding of how Indonesian speakers naturally blend languages as part of contemporary media communication.

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INTRODUCTION

Nowadays, as a time goes by, more and more language users use more than two language codes when they communication in everyday life. Everyone uses language as a means of communication. Language allows people to express thoughts, emotions, ideas, and information. In this era, we easily find the use of language codes with more than one language. In Indonesia itself, mixing two or more language codes is a popular phenomenon that has been happening in recent days. As we know, language is an important means of communication for every human being. By using language, we can communicate with everyone. Language is a means for conveying opinions and arguments to other parties. Therefore, language has an important social role in communicating with the wider community (Adolf Hualai, 2017 and Gorys Keraf, 1994. The communication process of course, requires cooperation between both parties. Speaker and listener. The speaker must be able to use language that the listener can understand. If the speaker uses language that the listener cannot understand, it will cause misunderstandings. Therefore, it becomes important to recognize and study code mixing in social life to help people improve and develop their language and communication skills.

Code-mixing is a common phenomenon studied in sociolinguistics. The use of more than one language is also known as bilingualism. Where users are able to communicate using more than one language. In Indonesia, using two or more languages is already common in everyday life. Learning about code mixing can increase our knowledge about all aspects, such as social identity, bilingual competence, and also context and setting. Intra-sentential code-switching or code-mixing reflects subtle shifts in social meaning and speaker alignment within ongoing discourse (Blom, J.P., & Gumperz, J. J. 1972). In this statement, Blom and Gumperz try to explain how several languages can be used in one sentence or discussion, depending on the individual speaking and the listener. Language users also apply code-mixing to make communicating or conveying information easier to the other language user. However, using code-mixing can also result in miscommunication between language users

Several researchers have investigated the phenomenon of code-mixing in various linguistic and social contexts. Muysken (2000) introduced three types of code-mixing, such as insertion, alternation, and congruent lexicalization, which have become widely used in bilingualism studies. Hoffmann (1991) found that bilingual children used code-mixing not as a sign of weakness, but as an effective communication strategy. In a similar vein, Sridhar and Sridhar (1980) observed that Kannada-English bilinguals in India often mixed codes for identity expression and stylistic purposes. In the Indonesian context, Nababab (1993) analyzed code-mixing in television talk shows and concluded that English insertions were often used to convey modernity and professionalism. The above statements underline the writer's choice to analyze code-mixing. Code-mixing can occur as a result of various factors, including the speaker's place of residence and the specific context or locations in which code-mixing is used. However, using code mixing can also result in miscommunication between language users

Code-mixing can be found everywhere and across various forms of media. It appears in daily use, such as in communication, and can also be found in newspapers, magazines, YouTube videos, and many other platforms. The phenomena we often encounter include code-switching, code-mixing, and interference. This research focuses specifically on the differences in code-mixing found in a YouTube video on the Daniel Mananta Network channel featuring Putri Tanjung. This section analyzes the conversation between Daniel and Putri Tanjung from the beginning to the end of the video. As we know, language helps humans' express opinions, socialize, and perform many other functions. Language is one of the manifestations of human civilization and culture. In the linguistic dictionary, language is defined as a system of arbitrary vocal symbols used by members of a community to cooperate, interact, and identify themselves (Susanti, 2012).

METHOD

This study employed a qualitative descriptive research design. According to Denzin and Lincoln (2005), qualitative research involves obtaining data from various contextual sources through investigation conducted directly by researchers. This approach is characterized by complexity, contextualization, exploration, discovery, and inductive logic.

The data were collected from a YouTube podcast video. The video selected for this research is an episode of Daniel Mananta's podcast titled "Jadi Seorang yang Ambisi, Ini Tips Sukses Putri Tanjung," focusing on the first 30 minutes of the recording. The video was uploaded to Daniel Mananta's official YouTube channel on August 10, 2024. In the podcast, both Daniel Mananta and his guest, Putri Tanjung, consistently employ code-mixing throughout their conversation. The program is categorized as a podcast due to its informal conversational style and clearly captured audiovisual recording. The video is publicly accessible via the YouTube website and application and can also be downloaded, allowing viewers to watch and listen at any time.

The data were collected using a qualitative descriptive method. The primary data source was the aforementioned YouTube podcast episode. The researcher focused on the first 30 minutes of the episode, as this segment contains frequent and natural occurrences of code-mixing between Indonesian and English.

The data collection procedure was carried out as follows. First, the researcher watched the selected podcast segment repeatedly to develop a comprehensive understanding of the conversation and its context. This step was essential to ensure accuracy and familiarity with the speakers' language use. Subsequently, the researcher transcribed all utterances spoken by Daniel Mananta and Putri Tanjung within the designated time frame.

Data analysis was conducted using a qualitative descriptive approach. After the transcription was completed, each utterance containing code-mixing was identified and examined. The researcher classified the data based on Hoffman's (1991) theory of code-mixing, which comprises three types: intra-sentential code-mixing, intra-lexical code-mixing, and code-mixing involving a change of pronunciation.

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FINDINGS AND DISCUSSION

This section presents the findings of the study based on the analysis of the code-mixing used in Daniel Mananta's YouTube podcast interview with Putri Tanjung. The data were taken from the first 30 minutes of the podcast and analyzed using Hoffman's (1991) theory of code-mixing. The findings address two research wuestions: the types of code-mixing and the reasons for using code-mixing.

The analysis shows that a total of 128 utterances containing code-mixing were found in the podcast. Three types of code-mixing were identified: intra-sentential code-mixing, intra-lexical code-mixing, and code-mixing involving change of pronunciation. Among these types, intra-sentential code-mixing occurred most frequently with 88 data, indicating that English words or phrases were often inserted within Indonesian sentences. This was followed by code-mixing involving change of pronunciation with 26 data, and intra-lexical code-mixing with 14 data

1. Findings

This section presents the findings related to the first research question concerning the types of code-mixing used in Daniel Mananta's YouTube podcast interview with Putri Tanjung. The analysis focuses on identifying and classifying the forms of code-mixing that appear in the speaker's utterances based on Hoffman's (1991) theoretical framework. Through this framework, code-mixing is categorized into three main types: Intra-sentential code-mixing, Intra-Lexical code-mixing, and code-mixing involving a change of pronunciation.

The data analyzed in this study were taken from the 30 minutes of the podcast and consist of utterances produced by both the host and the guest. Each utterance containing code-mixing was carefully examined and categorized according to its linguistic structure. This classification aims to provide a systematic description of how Indonesian and English are combined in the conversation, reflecting the speaker's bilingual language practices.

The identification of code-mixing types is essential to understanding the patterns of bilingual language use in digital media contexts. By examining the structural forms of code-mixing, this section highlight how English lexical items are intergrated into Indonesian discourse at different linguistic levels, including syntactic, morphological, and phonological levels. The following subsections discuss each type of code-mixing in detail, supported by selected excerpts from the podcast and accompanied by explanations of their linguistic characteristics.

1.1. Intra-Sentential Code-Mixing

Intra-sentential code-mixing is the most dominant type of code-mixing found in Daniel Mananta's YouTube podcast interview with Putri Tanjung. This type occurs when words or phrases from one language are inserted into a sentence that is primarily structured in another language (Hoffman, 1991). In this podcast, intra-sentential code-mixing mainly involves the insertion of English lexical items into Indonesian sentences, reflecting the speakers' bilingual competence and the informal-professional nature of the discussion. English expressions are frequently used to emphasize ideas, discuss specific topics, and convey meanings related to

motivation, business, and personal experiences more effectively. The following excerpts illustrate how intra-sentential code-mixing is employed in the conversation and the reasons underlying its use.

Excerpt 1

"Menjadi seorang anak konglomerat tidak membuat seorang Putri Tanjung menjadi secure…" (Data 001, Daniel Manata, 20, 00:00:12 -00:00:13)

The sentence above was spoken by Daniel Mananta. This sentence belongs to the first type of code-mixing because Daniel mixed the English word "secure" in the middle of the Indonesian sentence. According to Hoffman, Daniel's reason for code-mixing between Indonesian and English in this sentence is to being emphatic about something. This is because he is emphasizing the emotional state of feeling. The reason for its use is to convey a more nuanced discussion of a particular issue—specifically, the internal struggles of Putri Tanjung. Putri is the daughter of a prominent conglomerate figure who experiences self-doubt despite her privileged background. The use of language mixing in this context allows Daniel to express his ideas more precisely and with greater emphasis, as some concepts or expressions may be more effectively conveyed in English. Additionally, this linguistic choice reflects a broader sociolinguistic phenomenon in which bilingual speakers switch languages to suit the context, audience, or subject matter, thereby enhancing the clarity and emotional resonance of their message.

Excerpt 2

"…dia bisa mengelola privilege yang ia dapatkan dengan baik …" (Data 002, Daniel Manata, 20, 00:00:21 - 00:00:22)

In this sentence data spoken by Daniel Mananta, falls under the category of intra-sentence code-mixing, caused by Daniel Mananta mixing the English phrases "privilege" into his Indonesian sentence. According to Hoffman, the reason for using code-mixing in this sentence is to talking about a particular topic. Daniel uses the word "privilege" to explain how Putri Tanjung hopes to have a positive impact on many people by utilizing her privileges.

Excerpt 3

"Hello, hello semua tetangga gue yang gue sayangin dan gue cintain." (Data 003, Daniel Manata, 20, 00:00:42 - 00:00:43)

In this data, there is a code-mixed sentence spoken by Daniel. The above sentence is classified as an intra-sentence code mix. This can be seen from the opening phrase or greeting, such as "hello", followed by Indonesian. In the third data, the use of code-mixing has a clear purpose. According to Hoffman, the reason for using code-mixing in this sentence is interjection or the use of informal greetings. Daniel inserted the word "hello" into his Indonesian sentence to make the greeting sound more enthusiastic and interesting, thereby enhancing the tone and overall effectiveness of his expression.

Excerpt 4

"Welcome back lagi di Daniel tetangga kamu." (Data 004, Daniel Manata, 20, 00:00:43 - 00:00:44)

There is a mixed code sentence spoken by Daniel. The above sentence is classified as an intra-sentence mixed code. This can be seen from the opening phrase or greeting, such as "welcome back," followed by Indonesian. In the fourth data point, Hoffman explains that the reason for using code-mixing in this sentence is an interjection or the use of an informal greeting. Daniel incorporates the word "welcome back" into his Indonesian sentence to make the greeting sound more friendly and engaging, thereby enhancing the overall tone and effectiveness of his expression.

Excerpt 5

"ini dia tetangga yang very, very so awesome." (Data 009, Daniel Manata, 20, 00:01:21 - 00:01:22)

Daniel uses a code-mixing sentence. This sentence is classified as intra-sentence code-mixing. This is evident from the phrase "so awesome" in the sentence. In the fifth data point, the use of code-mixing has a clear purpose. According to Hoffman, the reason for using code-mixing in this sentence is to being emphatic about something. The speaker inserts the English phrase "so awesome" to overemphasize the qualities of his neighbor (in this case, his guest, Putri Tanjung). Its primary function is to emphasize admiration, not simply to mention a topic or quote someone else.

Excerpt 6

"Gua lebih senang lagi gitu ya, karena you said yes." (Data 010, Daniel Manata, 20, 00:01:37 - 00:01:38)

Daniel utters a mixed language sentence. This sentence is a mixed language sentence in one sentence. This can be seen from the words "you said yes" at the end of the sentence. In this sentence, Daniel expresses his happiness because Putri agreed to be invited to his podcast. This sentence also falls under the category of being empathetic about something, according to Hoffman (1991).

Excerpt 7

"....karena I know it's your baby ya," (Data 012, Daniel Manata, 20, 00:01:50 - 00:01:51)

There is a code-mixing sentence spoken by Daniel. The sentence above is classified as intra-sentence code-mixing. This can be seen from the words "I know it's your baby" in the sentence. In this seventh data, the use of code-mixing has a clear purpose. According to Hoffman, the reason for using code-mixing in this sentence is talking about a particular topic. The speaker uses the English "I know it's your baby" to emphasize a certain context (respect and pride for something considered important/personal property).

Excerpt 8

"....enggak sembarangan orang lah yang lu pilih untuk bisa jadi pembicara di situ and I was one of them." (Data 013, Daniel Manata, 20, 00:01:53 - 00:01:54)

Daniel uses a code-mixing sentence. This sentence is classified as intra-sentence code-mixing. This is evident from the use of the words "and I was one of them" in the sentence. In

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this eighth data point, the use of code-mixing has a clear purpose. According to Hoffman, the reason for using code-mixing in this sentence is to talk about a particular topic. The speaker is discussing a specific topic, namely, creativepreneurs and their role as speakers. English phrases "and I was one of them" are used to emphasize important parts of the story/topic.

Excerpt 9

"...sekarang ini gua cuma nunggu kapan diundang ke CXO aja untuk podcast gua ya." (Data 014, Daniel Manata, 20, 00:02:04 - 00:02:05)

Daniel utters a mixed language sentence. This sentence is a mixed language sentence in one sentence. This can be seen from the word in the middle of the sentence, "podcast" appears. According to Hoffman, the reason for using this sentence is talking about a particular topic. The use of the terms CXO and podcast are specific industry terms within the media sector.

Excerpt 10

"Jadi sebenarnya creativepreneur is under CXO now." (Data 015, Putri, 20, 00:02:23 - 00:02:24)

There is a mixed language sentence spoken by Putri. The sentence above is an example of mixed language within a single sentence. This is evident from the phrase "creativepreneur is under CXO now". This sentence means that Putri is explaining that her creativepreneur program is now under the umbrella of CXO. According to Hoffman, the reason for this is that she is talking about a particular topic. This is because Putri mentions the name of the organization and business terms such as CXO.

Excerpt 11

"Ya, karena kan I started creativepreneur itu dari umur 17 tahun." (Data 016, Putri, 20, 00:02:27 - 00:02:28)

At the eleventh data point, there is a mixed language sentence spoken by Putri. The sentence above is an example of mixed language in a single sentence. This can be seen from the words "I started creativepreneur" in the middle of the sentence. This sentence conveys the meaning that Putri explains she began her creativepreneur program at the age of 17. According to Hoffman, this sentence falls under the category of talking about a particular topic. The phrase "I started creativepreneur" is used to discuss the topic of experiences starting a business/creative activity. The word "creativepreneur" is an English term commonly used in the startup/creative world and has no direct Indonesian equivalent.

Excerpt 12

"Jadi oke, sebenarnya I started when I was fifteen." (Data 019, Putri, 20, 00:02:50 - 00:02:51)

At the twelve data point, there is a mixed language sentence spoken by Putri. The sentence above is an example of mixed language in a single sentence. This can be seen from the words "I started when I was fifteen" in the middle of the sentence. According to Hoffman, the reason for the use of code-mixing in this sentence is to talking about a particular topic. The phrase I started when I was fifteen is used to convey the topic of personal experience or life chronology. Putri is explaining to Daniel about the creative entrepreneur program she started when she was fifteen

years old.

Excerpt 13

"...... karena waktu itu gua pengin banget jadi seorang entrepreneur, creative entrepreneur" (Data 021, Putri, 20, 00:03:06 - 00:03:07)

Putri utters a mixed language sentence. The sentence above is an example of mixed language in a single sentence. This can be seen from the word "reativepreneur" "entrepreneur" in Indonesian sentences. The use of code-mixing in that sentence falls under the category of talking about particular topics, according to Hoffman. This is because Putri explains how she began her creative entrepreneurial journey, which she repeats several times.

Excerpt 14

"Akhirnya lahirlah si creativepreneur ini bersama tim kecil gue ..." (Data 022, Putri, 20, 00:03:19 - 00:03:20)

Putri utters a mixed language sentence. The sentence above is an example of mixed language in a single sentence. This can be seen from the word "creativepreneur" in the middle of the sentence. This sentence means that Putri is explaining the creative entrepreneur program that she started with two of her friends. According to Hoffman, this sentence is talking about a particular topic. Because it describes the initial process of building a business

Excerpt 15

"Seribu lima ratus was the capacity." (Data 024, Putri, 20, 00:03:32 - 00:03:34)

Putri utters a sentence that mixes language codes. The sentence above is an example of mixing language codes in one sentence. This can be seen from the words "was the capacity" at the end of the sentence. In this sentence, Putri explains that one thousand five hundred is the capacity of the venue used to accommodate the people who will attend. According to Hoffman, this sentence falls under the category of talking about a particular topic. This is due to the use of the term "event organizer" or emphasizing event data.

Excerpt 16

".... 500 maybe atau 700?" (Data 026, Daniel, 20, 00:03:51 - 00:03:52)

At the sixteenth data point, Daniel utters a sentence that mixes language codes. The sentence above is an example of mixing language codes in a single sentence. This is evident from the word "maybe" in the middle of the sentence. This sentence has an emphatic meaning, spoken by Daniel to confirm how many people attended the Putri Creativepreneur event. This is being emphatic about something, according to Hoffman. Because, well and maybe give a nuance of consideration and emphasis to the estimate being discussed.

Excerpt 17

"Raditya Dika the first speaker tuh Raditya Dika, Kendi, sama Hedi Rusdian." (Data 027, Putri, 20, 00:04:00 - 00:04:01)

Putri utters a code-mixed sentence. The sentence above is an example of intra-sentence code-mixing. This is evident from the phrase "the first speaker" in the middle of the sentence. This sentence explains how Putri's event was successful with the attendance of five hundred people. This is because Putri and her friends invited Raditia Dika as the first speaker and Kendi and Hedi Rusdian as special guests. According to Hoffman, the reason for this sentence is to talking about a particular topic. This is because it addresses Raditia Dika's role in a public forum.

Excerpt 18

"Udah lebih tua daripada gue, udah ada yang twenty-fifth...." (Data 029, Putri, 20, 00:04:46 - 00:04:47)

Putri utters a mixed code sentence. The sentence above is an example of mixed code in a single sentence. This can be seen from the words "twenty-fifth". This sentence explains that Putri's two friends are older than her. One of them was twenty-five years old, and the other was thirty years old at the time. According to Hoffman, the reason for using code-mixing in this sentence is Talking about a particular topic. This is because Putri emphasizes the age difference between herself and her friends with code-mixing.

Excerpt 19

"Lu anak umur 17 tahun, I know, I mean, you know, you you have your father's company gitu misalnya," (Data 031, Daniel, 20, 00:04:59 - 00:05:00)

In the nineteenth data, there is a code-mixing sentence spoken by Daniel. The sentence above is classified as intra-sentence code-mixing. This can be seen from the words "I know, I mean you know" and "you have your father's company" in the sentence. In this nineteenth data, the use of code-mixing has a clear purpose. According to Hoffman, there are two categories of reasons for the use of code-mixing in this sentence. Namely, interjection and talking about a particular topic. Interjection → the use of "I know, I mean, you know" functions as a spontaneous insertion to fill pauses or soften speech. Talking about a particular topic → "you have your father's company" discusses a specific topic (ownership of the company by the father).

Excerpt 20

"tapi mereka kok mau diajak kerja sama sama anak umur 17 tahun dan lu kenapa pede kerja sama, you know, umur sama tante-tante gitu?" (Data 032, Daniel, 20, 00:05:03 - 00:05:04)

In the twentieth data point, Daniel uses a code-mixing sentence. The sentence above is classified as intra-sentence code-mixing. This is evident from the use of the word "you know" in the sentence. In this twentieth data point, the use of code-mixing has a clear purpose. According to Hoffman, it falls into the category of interjections. This is because it is a spontaneous insertion that functions to maintain the flow of conversation, fill pauses, or attract the attention of the interlocutor. The reason for using the phrase "you know" does not add new meaning to the topic; it simply refines and gives the conversation a natural feel.

Excerpt 21

"…Terus ya I prove them gitu dengan gue kerja…." (Data 034, Putri, 20, 00:05:32 - 00:05:033)

Putri utters a mixed code sentence that occurs. The sentence above is an example of intra-sentence code mixing. This can be seen from the word "I prove" in one Indonesian sentence. These words carry meaning, as Putri explains that regardless of why her friends trust her, she will still do her best for this startup business. According to Hoffman, this sentence falls under talking about a particular topic. This is because it refers to the overall work scheme in professional terms

Excerpt 22

"I mean, this is like yang lu harus yang ngundang 1.500 orang….." (Data 035, Daniel, 20, 00:05:52 - 00:05:53)

At the twenty-first data point, Daniel again utters a mixed code sentence that occurs. The sentence above is an example of mixed code in a single sentence. This can be seen from the words "I mean, this like,". According to Hoffman, the reason for using code-mixing in this sentence is interjection. This is because Daniel uses emphatic words such as "I mean." The sentence also has meaning, as Daniel is curious about how a 17-year-old girl with a high spirit for business is shattered by expectations. The number of attendees that should have been present was 1,500, but only 500 showed up.

Excerpt 23

"Menurut gue kegagalan terbesar gue adalah di saat gue tidak bisa make peace with myself. "(Data 037, Putri, 20, 00:06:13 - 00:06:14)

At data point twenty-three, code mixing is found again in Putri's sentence. The above sentence is an example of code mixing in a single sentence. This can be seen from the words "make peace with myself" (/meɪk piːs wɪð maɪˈsɛlf/) in the middle of the sentence. This sentence has a meaning, where Putri feels that her biggest failure at that time was her inability to make peace with herself. According to Hoffman, the reason for the code-mixing in this sentence falls under the category of being emphatic about something. This is because Putri is expressing an internal conflict.

Excerpt 24

"He's like my role model gitu." (Data 038, Putri, 20, 00:06:23 - 00:06:24)

Putri repeats her sentence using code-mixing. The sentence above is an example of code-mixing. This can be seen from the words "He's like my role model" in the middle of the sentence. This sentence means that Putri loves her father so much that she wants to be like him. According to Hoffman, the reason for using code-mixing in this sentence is talking about a particular topic. The phrase "He's like my role model" is used to convey the topic of a role model figure in English terms that are more natural than the Indonesian equivalent (dia seperti panutan saya).

Excerpt 25

"Karena pada akhirnya ketika bokap lu hit a ceiling, it becomes your platform." (Data 039, Daniel, 20, 00:07:03 - 00:07:04)

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At the twenty-fifth data point, Daniel utters his sentence by mixing languages. The sentence above is an example of intra-sentence code-mixing. This can be seen from the words "hit a ceiling, it becomes your platform". The reason Daniel combines two languages in one sentence is related to talking about a particular topic. This language use is commonly employed in career-related contexts. The sentence also carries meaning, as Daniel shares his opinion with Putri. If her father achieves good results, it will also be beneficial for her.

Excerpt 26

"Jadi saat itu tuh momen-momen 17 sampai 20-an tuh it's all about proving myself. "(Data 041, Putri, 20, 00:07:22 - 00:07:24)

Putri utters her sentence using code-mixing. The sentence above is an example of intra-sentence code-mixing. This can be seen from the combination of words such as "it's all about proving myself". According to Hoffman, the reason for using code-mixing in this sentence falls under the category of talking about a particular topic. The phrase it's all about proving myself is an English expression that speakers use to convey topics of self-reflection and personal experiences in a concise and expressive manner.

Excerpt 27

"…jadinya kayak gitu, enggak sehat ya, secara mentally…." (Data 040, Putri, 20, 00:07:20 - 00:07:21)

Putri utters her sentence using code-mixing. The sentence above is an example of intra-sentence code-mixing. This can be seen from the combination of words such as "mentally". According to Hoffman, the reason for using code-mixing in this sentence falls under the category of being emphatic about something, as it emphasizes the words "mentally" and "physically," which represent emotional and physical aspects. Putri's use of this sentence also expresses how she accepted everyone's expectations and eventually realized that it was not good for her mental and physical well-being.

Excerpt 28

"Gitu, karena itu membuat gue jadi lebih wise, gua jadi lebih bersyukur." (Data 042, Putri, 20, 00:07:50 - 00:07:51)

Putri utters her sentence using code-mixing. The sentence above is an example of code-mixing within a single sentence. This is evident from the use of the word "wise" in the middle of the sentence. According to Hoffman, the reason for using code-mixing in this sentence falls under the category of being emphatic about something. The word "wise" emphasizes an emotional or mental transformation. Putri uses code-mixing in this sentence to explain how she feels wiser and more grateful after going through those difficult times.

Excerpt 29

"Dan I started to realize, bentar, bentar ya, ini tuh buat apa sih gitu, gitu." (Data 043, Putri, 20, 00:08:30 - 00:08:31)

Putri utters her sentence using code-mixing. The sentence above is an example of code-

mixing within a single sentence. This can be seen from the use of the phrase "I start to realize" at the beginning of the sentence. Putri uses code-mixing in this sentence to explain how she began to realize that what she was doing was futile. She doesn't always have to please everyone; she doesn't always have to follow what others say. Because what she produces is not for herself, but to show others. And according to Hoffman, the reason for the code-mixing in this sentence falls under being emphatic about something. Because it expresses an important moment of realization.

Excerpt 30

"…buat untuk gue bisa prove ke orang lain, sementara buat apa ya gitu?" (Data 044, Putri, 20, 00:08:32 - 00:08:33)

At data point thirty, Putri utters her sentence using code-mixing. The sentence above is an example of code-mixing within a single sentence. This can be seen from the use of the word "prove" in the middle of the sentence. Putri uses code-mixing in this sentence to explain how she began to realize that what she was doing was not for herself, but for others. According to Hoffman, the use of code-mixing in this sentence falls under talking about a particular topic. The word "prove" is used by speakers because it's more expressive and natural than the Indonesian equivalent (membuktikan), especially in casual conversation. Speakers use the English term to discuss motivational and self-reflective topics in a more direct and concise manner.

2. Discussion

Hoffman's theoretical framework was applied to analyze and classify the code-mixing instances as well as to determine the factors contributing to their use in Daniel Mananta's YouTube podcast interview with Putri Tanjung. The analysis revealed a total of 125 instances of code-mixing, all of which were systematically categorized based on Hoffman's typology of code-mixing

The present study aimed to analyze the types and reasons for code-mixing used in Daniel Mananta's YouTube Podcast Interview with Putri Tanjung. Based on Hoffman's (1991) framework, three types of code-mixing were found throughout the conversation: intra-sentential, inter-lexical, and involving change of pronunciation. Among these, intra-sentential code-mixing appeared as the most dominant type, with 88 occurrences out of a total of 128 instances. This shows that both Daniel and Putri are highly bilingual and comfortable in blending English and Indonesian within a single sentence. The next most frequent type was involving change of pronunciation, which appeared 26 times, followed by inter-lexical code-mixing, which occurred 14 times. These findings demonstrate that bilingualism among young professionals in Indonesia has become natural, particularly in digital media contexts where English expressions are often used for clarity and emphasis.

CONCLUSION

This study investigated two main issues: the types of code-mixing and the reasons for its use in Daniel Mananta's YouTube podcast episode entitled "Jadi Seorang yang Ambisi, Ini Tips Sukses Putri Tanjung." Analysis of the data revealed a total of 128 utterances containing code-mixing. Applying Hoffman's (1991) theory of code-mixing types, the study found that Daniel Mananta and Putri Tanjung employed three of the five types proposed by Hoffman. The most

frequently used type was intra-sentential code-mixing, followed by code-mixing involving change of pronunciation, while the least frequently used was intra-lexical code-mixing. To identify the reasons for code-mixing, this study employed Hoffman's (1991) framework concerning the factors that motivate speakers to mix codes. Hoffman proposes seven possible reasons why individuals switch or mix codes in their utterances. From these seven, the researcher identified six categories present in Daniel and Putri's speech. The most dominant reason was talking about a particular topic, evident in the speakers' frequent combination of Indonesian and English when discussing specific subjects. Additional reasons identified included being emphatic about something, quoting someone else, interjection, repetition used for clarification, and expressing group identity (through the use of regional or identity-specific language).

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