

Indonesian-English Code Mixing on Maudy Ayunda's Podcast: "3 Hal Penting untuk Meraih Kesuksesan"

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Abstract

Purpose: This study investigates the patterns of code mixing used in Maudy Ayunda's podcast entitled "3 Hal Penting untuk Meraih Kesuksesan". This study aims primarily to specify the type of code mixing and analyse the reason of code mixing employed by the speakers in the video.

Methodology: This study employed qualitative method. This study also utilized Muysken's (2000) theory to determine the classifications of code mixing and Hoffman's (1991) theory to analyse the reasons of code mixing used in podcast. The researcher made a transcript of the research subject, then analysed and grouped the obtained utterances from the types of code mixing in accordance with the theory used.

Results: This study discovered 402 utterances in total and inferred that three kinds of code mixing by Muysken exist in the video. First, insertion is discovered 305 cases. Second, alternation is 71 cases. Last, there are 26 cases of data congruent lexicalization. Furthermore, the seven types reason of code mixing by Hoffman is also discovered by talking about a particular topic being commonly found in 328 cases. Quoting somebody else is 3 cases, be emphatic is 41 cases, interjection is 3 cases, repetition used for clarification is 8 cases, Intention of clarifying the speech content for the interlocutor is 8 cases, and expression of a group identity is 10 cases.

Applications/Originality/Value: This study provides insights code mixing used to bond closeness, enhance message clarity, and convey group identity

Introduction Section

Language is a communication instrument used to communicate one with other people. According to Müller et al. (2020 in Utomo et al., 2024) communication is the most important foundation to convey goals and intentions in society. Language also indicates culture, identity, and social interaction. According to Zain in (Permana & Laila 2021) Indonesia is a multifarious wealth. Indonesia has a variety of languages, local language and national language, Bahasa Indonesia. Bahasa Indonesia has been effectively become the national language at the side of heterogeneity of it since people use it in everyday conversation by way of the mother tongue (i.e Sundanese, Javanese, Madurese, etc) and the non – native language (i.e. English, Mandarin, Arabian, etc) (Lauder 2008 ; Zein, 2020, in Permana & Laila, 2021).

Indonesia is a country where the society are bilingualism and multilingualism. Harman et al. (2022) states at least three languages, including the national language, the local tongue, and English are spoken by Indonesian people. Permana & Laila (2021) states bilingualism represents a person is competent to address in two language and multilingualism represents an individual is competent to speak in more than two languages. Agustin et al. (2020, in Aini et al., 2025) states individuals who mature in societies that uplift monolingualism and non – culturalism as the standard frequently recognize bilingualism as a unique skill or out of the ordinary capability. These days, most Indonesian people speak in Bahasa Indonesia and English at the same time when discussing their daily life (Syarifuddin, S. 2017 ; Muhajir, 2018 in Andriani et al., 2023). This situation is mentioned phenomenon of bilingualism.

The use of multiple language in a discourse is generally related to language mixing. This linguistic phenomenon is a common characteristic of bilingual community who combine distinct languages in a single utterance (Alexiadou, 2018 in Ishak et al., 2025). However, in sociolinguistics, it is often classified into code mixing and code switching. According to Gumperz (in Luh et al., 2022, as cited in Anjarsari, 2024), code switching is a phenomenon where the speaker alternates between languages throughout a single speech or written piece based on the details of the social context or in communication. On the other hand, Muysken states code mixing is the use of linguistics elements from one language to another, such as the usage of words, sentences, idioms, greetings, and so on, to enhance the style and diversity of languages (Rufitriyansyah & Siswana, 2024, as cited in Anjarsari, 2024). Additionally, this study consistently focusses on code mixing to analyse the data.

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More research on this phenomenon, code mixing is a branch of sociolinguistics. According to Malabar (2015), sociolinguistics is an important branch of linguistics that studies social interactions in society (in Saragih et al., 2025). Fishman (1972) in Tsamara (2021) states the representative of language variations, the representative of their purposes, the representative of their speakers are three the distinctive of sociolinguistics study. Code mixing is defined as the phenomenon of insertion or combination of multiple languages in one sentence. Muysken (2000, as cited in Oktavia et al., 2022) categorized the classification of code mixing, namely (1) insertion, (2) alternation, and (3) congruent lexicalization. Insertion is conceived as inserting a foreign phrasal or lexical category into an already – existing framework. The inserted lexical components can be phrasal verb like ‘look at’ and ‘tear down’, single word like ‘perfect’ and ‘love’, and polymorphemic word like ‘by the way’ and ‘in my view’. Alternation is the indistinct transition between the lexical and grammatical structures of two languages. Less skill bilinguals tend to exhibit bidirectional alternation. Congruent Lexicalization happens when terms from both languages can lexically fill their shared grammatical structures. The kind of code mixing exists when native Indonesian speakers modify an English phonologically to conform to Indonesian phonological form. In addition to Muysken, there are also experts who classify types of code mixing. Suandi (2014 : 140 – 141) in Utomo & Pratiwi (2025) also distributes code mixing into three main classifications, specifically inner code mixing, outer code mixing, and mixed code mixing. Hoffman (1991) in Indriyani et al. (2024) also distinguished type of code mixing into three types : intra – sentential, intra – lexical, and involving a change of pronunciation. Furthermore, Suwito (1983) in Meda & Nasa (2023) classified six classifications of code mixing, including insertion of word, insertion of phrase, insertion of hybrid, insertion of reduplication, insertion of idiom, and insertion of clause.

Furthermore, the classification and structure of code mixing have a strong correlation to the fundamental reason of the speakers. According to Hoffman (1991, p. 116, as cited in Harman, 2022) mentions seven reasons for code mixing, namely discussing a specific topic, quoting someone's words, expressing feelings about something, interjections, repetition for clarification, the intention to explain the content of the conversation to the interlocutor, and identity groups. According to Nissantarie & Sulistyono (2023, as cited in Utomo & Pratiwi, 2025), limited code usage, use of general terms, topic, function and purpose, interlocutor, location and time of conversation, nature of conversation, variation and language level are factors that cause code mixing. According to Kim (2006) in Hanya (2017, as cited in Aini et al., 2025) various aspects such as bilingualism, where people who are proficient in more than one language find it easier to mix languages in everyday communication. Code mixing also may occur because there are terms that do not have exact equivalents, so speakers insert English terms that are often used when quoting to give a stronger nuance. Therefore, to facilitate understanding, the speakers combine word, phrase, and clause from other languages (Situmorang et al., 2023, as cited in Fidela et al., 2024). The application of code mixing relies on the speaker's competence in developing language style.

The data of this study was withdrawn one of Maudy Ayunda's podcast episodes, “3 Hal Penting untuk Meraih Kesuksesan”, which discusses how to build a career path that is in line with one's goals and values, even though the path may not always be linear. Derived from the transcript data obtained, the linguistic phenomenon of code mixing between Indonesian and English is clearly employed by Maudy Ayunda and Iman Usman by inserting terms or words from one of these languages into their sentences, for example, the words or terms “*stress point*” and “*high stakes*” were inserted by Maudy Ayunda in her speech at the beginning of the podcast. Maudy Ayunda's podcast titled “3 Hal Penting untuk Meraih Kesuksesan” has its own uniqueness, such as briefly presenting and explaining the methods or words being discussed. The researcher chose Maudy Ayunda as a representative of bilingual speakers among the younger generation in Indonesia. Maudy Ayunda is an Indonesian public figure with an outstanding academic background from the top university in the world, such as Oxford University and Stanford University.

Podcasts are a medium for interaction. Podcasts (Personal on Demand Broadcast) are type of content that can be found on YouTube, the most well-known video platform on online social networks (Balakhrisnan and Griffiths, 2017, as cited in Permana & Laila, 2021). There are two types of podcasts, audio podcast and video podcast. Podcast can be listened to and played at any time on a variety of technological gadgets (Pinnaeda et al., 2023). Digital media, such as podcasts, provide opportunities for interaction and creativity. The delivery of ideas, experiences, aspirations, and messages can be done through podcasts in a relaxed and flexible manner.

Regarding the phenomenon of code mixing, there have been several previous studies analysing code mixing. First, Permana & Laila (2021), the topic was about code mixing on Corbuzier podcast. Second, Ulfiana (2021), the topic was code mixing in Ria SW's blog. Third, Oktavia et al. (2022), the topic was about code mixing in podcast talk between two Indonesian celebrities. Fourth, Atmajaya (2022), the topic was code mixing utilized by Agnes Mo on Deddy Corbuzier's podcast. Fifth, Agustina et al. (2022), the topic was about code mixing on podcast Deddy Corbuzier's channel YouTube. Sixth, Andriani et al. (2023), the topic was about code mixing used in Raditya Dika's podcast. Seventh, Putra et al. (2023), the topic was about code mixing in Deddy Corbuzier's channel. Eighth, Ritonga & Ritonga (2024), the topic was code mixing in Deddy Corbuzier's podcast, “Agnez Mo ... Mantanku Ter”. Ninth, Indriyani et al. (2024), the discussion was about code mixing employed by Maudy Ayunda. Tenth, Wardiana et al. (2025), the discussion was about code mixing by Denny Sumargo and Maudy Ayunda. This study has the same concept as the previous study. However, the difference lies in the subject of research and definitely the result of data.

In consequence, this research intends to specify the type of code mixing and analyse the reason of code mixing used in Maudy Ayunda's podcast entitled “3 Hal Penting untuk Meraih Kesuksesan”. While previous studies have classified types and general reasons, this study introduces a fresh perspective by focusing on the specific discourse function and practical implications of code mixing in the formal, yet conversational context of a self – development podcast. It examines how the speakers employ insertions as a rhetorical strategy to strengthen key technical concepts related to career success. This study uses the theories of Muysken (2000) for classification and Hoffman (1991) for exploring the underlying reasons of code mixing in the video.

Method

This study uses a qualitative descriptive methodology. Qualitative research conceptualizes a description referred to meaning, characteristics, definitions, metaphors, symbols, and other matters (Firmansyah et al., 2021). Descriptive analysis is used to identify a phenomenon that represents a common sample (typical) or sample (various) (Gerring 2017). The researchers selected code mixing in Maudy Ayunda's podcast video “3 Hal Penting untuk Meraih Kesuksesan”, which was uploaded to Maudy Ayunda's YouTube channel on August 1, 2025, in the Spotlight S2—Navigating Your 20s program as the research subject. The video is 49 minutes and 55 seconds long.

Data collection for this study involved transcribing the recorded conversation from Maudy Ayunda's video podcast “3 Hal Penting untuk Meraih Kesuksesan”. The researcher made a transcript of the research topic which served the primary data containing an instance of code mixing, then analysed and grouped the utterances based on the type of code mixing in accordance with the theory used. The researcher used two theories. First, Muysken's (2000) theory was used to determine the types of code mixing in the statements in Maudy Ayunda's video podcast “3 Hal Penting untuk Meraih Kesuksesan”, Second, Hoffman's (1991) theory was employed to analyse the purposes for code mixing used by the speaker and the interlocutor.

Findings and Discussions

Findings

This section reveals the result and discussion of the study which have found through a descriptive analysis based on code mixing theory by Muysken (2000) and Hoffman (1991). The data have been found types of code mixing in podcast “3 Hal Penting untuk Meraih Kesuksesan” in total 402 data. Below the distribution of the types of code mixing according to theory of Muysken.

Table 1.1 Muysken's theory

No	Type of Code Mixing	Sample Data	Total
1.	Insertion	<i>Dalam kondisi reguler dan normal biasanya gua kayak mencoba time blocking</i>	305
2.	Alternation	<i>Tapi kan gak ada yang menjamin bahwa misalnya nilainya itu akan ikut naik seiring misalnya inflasi gitu atau misalnya akan ikut naik seiring dengan kemudian ternyata harga kebutuhan apapun lah gitu di luar sana, yang mana kemudian pada akhirnya yes maybe you have a job but you do not have a financial security.</i>	71
3.	Congruent lexicalization	<i>Enggak bisa di apa ya di-<u>simplify kayak gitu juga gitu</u></i>	26

From the data above, three types of code mixing exist in the video as follows: 305 utterances as insertion, 71 utterances as alternation, and 26 utterances classified as congruent lexicalization type. The most dominant type of code mixing in this study is insertion, followed by alternation, and congruent lexicalization alters to the least type of code mixing.

Additionally, the reasons of code mixing used by Hoffman's theory used to find the purpose code mixing used in the video. 402 data containing code mixing have been examined with the theory and the results as follows:

Tabel 1.2 Hoffman's theory

No.	Reason of Code Mixing	Total
1.	Talking about a particular topic	328
2.	Quoting somebody else	3
3.	Being emphatic	41
4.	Interjection	3
5.	Repetition used for clarification	8
6.	Intention of clarifying the speech content for the interlocutor	8
7.	Expression group identity	10

From the data above, talking about a particular topic is the most common reason, followed by being emphatic. Expression group identity appears with a total of 10. Repetition used for clarification and intention of clarifying the speech content for the interlocutor have the same total of 8. Furthermore, the least appearing reason in the video is quoting somebody else and interjection which is with a total of 3.

Discussions

1.1. Code mixing

Based on Muysken (2000) theory, Muysken states three classifications of code mixing, namely insertion, alternation, and congruent lexicalization. Insertion appears when other language inserted into a dominant sentence aside from altering the structure of sentence. Alternation appears when using two languages in a sentence which have their own clause maintaining their own grammatical structure. Congruent lexicalization transpires when multiple languages divide the grammatical form. In this study, code mixing has been found in total 402 data. Insertion is the higher domination of code mixing. It reaches in total 305 data, alternation is 71 data and congruent lexicalization is 26 data. Here are some explanations of the sample data in the table 1.1.

Datum 1

“Dalam kondisi reguler dan normal biasanya gua kayak mencoba time blocking”

The kind of datum is insertion because the first language is Bahasa Indonesia, then the speaker inserted a phrase “time blocking” which has a meaning in Indonesia ‘manajemen waktu’. It is categorized into insertion because it does not change the grammatical structure.

Datum 2

“Jadi ada hal-hal yang sifatnya urgent, ada hal yang enggak kan gitu”

The datum is also insertion where “urgent” as a word inserted into the sentence which is dominant in Bahasa Indonesia. “Urgent” can be translated in Indonesia such as ‘mendesak, darurat’.

Datum 3

“Tapi kan gak ada yang menjamin bahwa misalnya nilainya itu akan ikut naik seiring misalnya inflasi gitu atau misalnya akan ikut naik seiring dengan kemudian ternyata harga kebutuhan apapun lah gitu di luar sana, yang mana kemudian pada akhirnya yes maybe you have a job but you do not have a financial security”

The sentence is categorized into alternation because the speaker changed the language from Indonesia to English which maintains its own grammatical structure, “yes maybe you have a job but you do not have a financial security”.

Datum 4

“And you're wasting even more energy yang bisa buat keputusan lain gitu kan”

The datum is also alternation because the speaker changed the language from Indonesia to English. It is the same as datum 3.

Datum 5

“Enggak bisa di apa ya di-simplify kayak gitu juga gitu”

The datum above contains a verb, namely “simplify” which is categorized into congruent lexicalization because sharing grammar exists to equalize a word, but it has the same meaning. The speaker intended to equalize a word as verb.

1.2. The Reasons of Code Mixing Occurs

According to Hoffman (1991:106), code mixing encourages the speaker to be more error-free or to define a message. This is in line with one of the reasons he proposed. Hoffman (1991) in Santika et al. (2023) mentions the reasons of code switching occurs which can be code mixing occurs, specifically talking about a particular topic, quoting somebody else, being emphatic, interjection, repetition for clarification, intention of clarifying the speech content for the interlocutor, and expression of a group identity. Based on the table 1.2, Talking about a particular topic is presiding purpose code mixing used in podcast “3 Hal Penting untuk Meraih Kesuksesan”. From the analysis, the purposes in using the code mixing are the following:

1. Talking about a particular topic

According to Hoffman (1991:115), “the speakers periodically choose to speak about a certain topic in one language instead of in another”. Sometimes the speakers are enjoy speaking about a particular topic in native language term. Sample datum: “Contoh misalnya kayak misalnya ada materi marketing gitu misalnya terus ini kayak perlu warnanya mau gimana ya atau misalnya ini perlu diapain ya design-nya gitu misalnya”

2. Quoting somebody else

The speakers intend to quote someone’s words to deliver the message. Sample datum:

Maudy (13 :13) : Gua sempat e baru beberapa hari terakhir ini gua ngelihat quote kayak “knowing what you don't want is almost as important as knowing what you want”.

At duration 13 :13 minutes, Maudy delivers a quote, so the utterance is categorized into quoting somebody else.

3. Being Emphatic

By using code mixing, the speakers sometimes convey their expression, emotional feeling more natural.

Sample datum:

“Itu tuh kayak powerful gitu”

4. Interjection

According Hoffman (1991 : 113), Interjection is used when code mixing is only as an exclamation or a tag. Interjection is also a filler word such as well, actually, you know, by the way. Sample datum:

“Semoga semoga, that is the goal”.

5. Repetition used for Clarification

Repetition is used when the speakers repeat the previous sentence in another language in order to their message understandable. Sample datum:

“Jadi, what is my why kayak kenapa ya gitu ya”.

6. Intention of clarifying the speech content for the interlocutor

By using code mixing in this reason, the speakers intend to clarify the meaning. Sometimes the speaker definite the meaning. Sample datum:

“Jadi generalist itu bukan shallow, bukan artinya kayak lu enggak ngerti apa-apa tuh enggak gitu ya”.

7. Expression of a group identity

According to Hoffman (1991:116), code mixing also used to express group identity. Sometimes the bilingual speakers use Indonesian – English vocabulary. Sample datum:

“Lu kan ya maksudnya lu COO, you’re producer, sekarang public figure juga mungkin bisa dibilang adalah ada ada elemen-elemen persona publiknya juga”.

Conclusions

This section reveals the final outcome of this research. This research used Muysken’s theory to discover the types of code mixing and Hoffman’s theory to analyse the reasons of code mixing used in podcast “3 Hal Penting untuk Meraih Kesuksesan”. As a result, the study discovered 402 utterances in total and inferred that three kinds of code mixing by Muysken exist in the video. First, insertion is the use of a foreign phrase or word into an existing sentence. It discovered 305 cases. Second, alternation is 71 cases which involved switching two distinct grammatical structure languages. Last, there are 26 cases of data congruent lexicalization which is used to share grammatical structure. Furthermore, the seven types reason of code mixing by Hoffman is also discovered by talking about a particular topic being commonly found in 328 cases. Quoting somebody else is 3 cases, be emphatic is 41 cases, interjection is 3 cases, repetition used for clarification is 8 cases, Intention of clarifying the speech content for the interlocutor is 8 cases, and expression of a group identity is 10 cases. As a result, the total between type of code mixing and reason of code mixing are not balanced because there is one reason for code mixing which excluded Hoffman’s theory about code mixing.

In addition, the speakers employ English vocabulary to state the concepts of success and career that are more accessible or tersely formulated in English. Sociolinguistically, this demonstrates a high level of linguistic integration by which English phrases are incorporated into the basic structure of Indonesian, indicating changes in the socio-cultural milieu of Indonesian urban speech. English is also used as an identification marker, giving the listener the impression that the group is contemporary, well-educated, and privileged.

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