

Analysis of Code Mixing on Media Social Shopee

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Abstract:

The purpose of this study is to identify and describe external code mixing, internal code mixing and mixed code mixing on shopee social media. This study uses the theory of Sayama Malabar, Chaer and Agustina, Padmadewi et al, Nababan and Suardi. The method used in this study is a qualitative method using an analysis of the use of code mixing on shopee social media. The data analysis technique is used by learning about code mixing on Shopee's social media, studying the words found on Shopee's social media, concluding the results of the analysis. This research instrument is used to record code mixing on shopee social media. The results of this study obtained 50 code-mixed data, there were mixed code inside 5 with all 10 words, outside code mixed 40 with all words 840, and mixed code mixed 5 with all 91 words.

Keywords:

code mixing; sociolinguistics; social media sosial shoppe

I. Introduction

The use of language by speech communities continues to experience unstoppable development, this of course enriches the repertoire of sociolinguistic studies. Sociolinguistic studies in analyzing speech with various variations of the speaker's language by bringing language characteristics as a cultural identity. Likewise, there are many groups of speakers with various secret languages that are used as closed forms of certain community groups and only they understand and understand the meaning of these speeches. Thus, various forms of language use emerged on social media with the problem being the focus of sociolinguistic studies.

Process interaction often occur in selling terms buy or matter other. Where buyer ask price, as well as goods which will be bought to seller. On moment process interaction here it is among seller and buyer can just use two language in the communication. Incident interaction which occur Among seller and buyer on media social shopee, already certain use mix code in interaction, because mix code could occur where just and when just on Public bilingual. Based on explanation in on could concluded that use say on process interaction in media social shopee will there is mix code in inside. Based on background behind the writer interested do study with title Usage Analysis of code mixing on media social shopee. Aim which want achieved in study this is for knowing and describes the use of code mixing on shopee social media in the form of code mixing to outside, mix code to in, mix code mixture. Study which good, inside it there is problem which arranged neat so that all which researched be good, problem which will researched need formulated. Based on limitation problem on, formula problem in study this is: How the use of code mixing on Shopee's social media is in the form of mixed code outside, mixed code inside, mixed code mixed?

II. Review of Literature

Sociolinguistics is an interdisciplinary science. The term itself indicates that it consists of the fields of sociology and linguistics. In terms of sociolinguistics (social-linguistics) the term community is the main aspect of research and a general feature in the field of science. Linguistics is also social, because language also has social characteristics, namely language and its structure can only develop in a particular society. Sayama Malabar (2015: 2), Sociolinguistics is an interdisciplinary field of science that studies language in relation to the use of that language in society. Sociolinguistics can be explained as the study of language in relation to society and it is this term that will be used in this book. Padmadewi, Merlyna & Saputra (2014: 1) says that sociolinguistics is the study of language and the people who use that language. In addition, Kridaklasana (in Chaer and Agustina 2010) explains sociolinguistics as a branch of linguistics that seeks to explain the characteristics of language variations and determine the reciprocal relationship of these variations with social characteristics. Based on the explanation above, it can be concluded that sociolinguistics is an interdisciplinary field of science that studies language in relation to the use of that language in society. In addition, Kridaklasana (in Chaer and Agustina 2010) explains sociolinguistics as a branch of linguistics that seeks to explain the characteristics of language variations and determine the reciprocal relationship of these variations with social characteristics. Based on the explanation above, it can be concluded that sociolinguistics is an interdisciplinary field of science that studies language in relation to the use of that language in society. In addition, Kridaklasana (in Chaer and Agustina 2010) explains sociolinguistics as a branch of linguistics that seeks to explain the characteristics of language variations and determine the reciprocal relationship of these variations with social characteristics. Based on the explanation above, it can be concluded that sociolinguistics is an interdisciplinary field of science that studies language in relation to the use of that language in society.

Indonesian society is a bilingual or even multilingual society, namely people who communicate in two or more languages. This can be exemplified, namely that someone who can speak Indonesian, can also speak the regional language according to the language of origin of the region. According to Mackey's view in Aslinda (2017:24) bilingualism is: The alternative use of two or more languages by the same individual (the habit of using two or more languages by a person). According to Mackey in Aslinda (2017: 24) in discussing bilingualism, several meanings are included, such as issues of level, function, code exchange/switching, code mixing/mixing, interference, and integration. Exchange/code switching is to what extent a person can exchange those languages and how and under what circumstances a person can switch from one language to another. Code mixing occurs when someone mixes two or more languages or a variety of languages in a language action without anything in the language situation requiring language mixing.

Language is an interacting tool or tool for communicating and conveying thoughts, ideas, concepts, or feelings, which are only possessed by humans (Chaer & Agustina, 2010:14). Language has a very important role in human life, to carry out social life. Sayama Malabar (2015: 23) in a conversation, mastery of the same language is a determining factor for success in communication events. The first language or what is usually referred to as the mother tongue is the main factor in communication events. Antono (2019) language is a social fact as well as the main communication medium for Indonesian society. Language is a means of communication used by individuals in providing information in the form of thoughts, ideas, intentions and feelings. Based on the explanation above, it can be concluded that language is a

tool for communicating, both orally and in writing, which is used by humans to express or express their thoughts, desires, and feelings.

Nababan in Suardi (2015: 139) reveals that what is meant by code mixing is the mixing of two or more languages or a variety of languages in a speech act or discourse without anything in that situation there is no situation that demands speakers, only a matter of the manners and customs adhered to by the speaker. According to Nababan in Kelvin, (2014: 39) suggests that code mixing is the mixing of two or more languages or a variety of languages in an act of language without anything in the language situation that demands mixing of languages. Based on the explanation above, it can be concluded that code mixing is the mixing of two or more languages that occurs in language variations in language situations that demand mixing of languages which includes speech events.

Fauziah (2020) Shoppe is wrong one site shopping on line comer new, if compared to with site shopping on line other. Presence Shoppe in Indonesia start December 2015. The results achieved shoppe through market place is hammer promotion which in time short user shoppe no lost many from para competitor on line shop other. Chris Feng is figure urgent behind history founding Shoppe at a time also CEO which is graduate of best University in Singapore. Shoppe also make community Campus Shopee, where fellow seller Becomes know each other one same other so that could each other share information around plan sale and so. Besides that, they also routine stage activity which are fun thus making community the more familiar and compact. On moment this Campus Shopee has reach in 515 city and districts in Indonesia and 16 community offline which routine stage activity every two weeks.

III. Research Method

Method study is something process solving problem with gather and analyze data for reach a goal which used. Aim which meant is for test a number of question study with knowledge or method which done in study, so with that is easy for get data which wanted. Type study this is study qualitative. Study qualitative is study which produce data descriptive form words written or oral from people and behavior which could observed Bodygan and Taylor in Moleong (2012:4). Study this shaped descriptive because aim study this is describe or describe analysis mix code which there is on media social shoppee. As for object which studied in study this is mix code on media social shoppee. Data study this form mix code to in, mix code to outside, mix code mixture on media social shoppee.

IV. Results and Discussion

Based on the results of research on code mixing which was carried out from primary data obtained through Shopee social media so that all Shopee data can be accessed through the application, the data was taken from April 26 to June 21 2021. Based on Shopee social media the researcher took 50 comments on the data Shopee products will be classified into 3 types of code mixing, namely: mixed code inside, outside code mixed and mixed code mixed, 1) mixed code inside = 5, number of words = 101, 2) mixed code mixed = 40 from number of words = 840, 3) mixed code mixed = 5 of the number of words = 91.

1. Mixed Code Inside

An analysis of the use of code mixing on Shopee's social media has obtained commentary data that should use formal language and based on the data found 3 types of code mixing used by consumers in giving opinions which are better known as comments

about the product under study. Based on data on Shopee's social media in the form of comments that can be described one by one.

Code mixing absorbs parts of native (regional) languages that are still related. There is a phenomenon of code-mixed language in the speech above. Local language (Sundanese) speech is contained in Indonesian in the form of sentences in the utterance "*Mantap we pokok **namah nya bintang nu nyarios Teu spet di foto soal na***". 8 words of regional language 6 words of Indonesian.

Data 1

*"Mantap we pokok **namah nya bintang nu nyarios Teu spet di foto soal na**" (mantap we pokoknya bintang yang bicara tidak sempat di foto soalnya). (D1/CKD/Kt)*

Source: Shopee Social Media I*****8, April 26, 2021, 22:41.

Data 2

*"Aaaaa, cinta banget baru pertama kali beli disini karena sebelum-sebelumnya selalu telat dan keabisan, dan akhirnya bisa kebeli juga, bahannya adem **pol** (sekali), makasih kak cinnn, edit: untuk badan aku yang bb nya 60 dan tinggi 167 an pas, padahal mau yang ukurannya xl tapi keabisan, tapi gpp, hehe". (D2/CKD/Kt)*

Source: Social Media Shopee Fikar1699, April 26, 2021, 13:40

Code mixing absorbs parts of native (regional) languages that are still related. There is a phenomenon of code-mixed language in the speech above. The local language (Surabaya) speech is contained in Indonesian in the form of a sentence in the utterance "Aaaaa, cinta banget baru pertama kali beli disini karena sebelum-sebelumnya selalu telat dan keabisan, dan akhirnya bisa kebeli juga, bahannya adem pol (sekali), makasih kak cinnn, edit: untuk badan aku yang bb nya 60 dan tinggi 167 an pas, padahal mau yang ukurannya xl tapi keabisan, tapi gpp, hehe". 1 local language word 46 Indonesian words.

Data 3

*"Barang **tekane** (datang) aman, semoga berfungsi dengan baik". (D3/CKD/Kt)*

Source: Shopee Pina20 Social Media, On April 28, 2021, at 18:12

Data 4

*"**Gelo toko ieu murah pisan** (gilak toko itu sangat murah), semoga kualitasnya gak murahan". (D4/CKD/Kt)*

Source: Shopee Pina 20 Social Media, On April 28, 2021, at 18:12

Code mixing absorbs parts of native (regional) languages that are still related. There is a phenomenon of code-mixed language in the speech above. Local language (Javanese) speech is contained in Indonesian in the form of sentences in the utterance "*Barang **tekane** (datang) aman, semoga berfungsi dengan baik*". 1 local language word 6 Indonesian words. Code mixing absorbs parts of native (regional) languages that are still related. There is a phenomenon of code-mixed language in the speech above. Local language (Sundanese) speech is included in the Indonesian language section in the form of a sentence in the utterance "***Gelo toko ieu murah pisan** (gilak toko itu sangat murah), semoga kualitasnya gak murahan*". 5 words of regional language 4 words of Indonesian.

Data 5

“Sebelumnya saya udah beli, karna **duwe anak loro kudu tuku loro** (karena saya memiliki dua anak perlu membeli dua), kirain dikirim warna lain, tp sama aja warnanya, kayaknya tinggal warna ini stokenya”. (D5/CKD/Kt)

Source: Social Media Shopee Fikar1699, April 28, 2021, 18:05

Code mixing absorbs parts of native (regional) languages that are still related. There is a phenomenon of code-mixed language in the speech above. Regional speech (Javanese) is contained in the Indonesian language section in the form of a sentence in the utterance “Sebelumnya saya udah beli, karna **duwe anak loro kudu tuku loro** (karena saya memiliki dua anak perlu membeli dua), kirain dikirim warna lain, tp sama aja warnanya, kayaknya tinggal warna ini stokenya”. Use of code mixing of 6 local language words and 18 Indonesian words.

2. Outside Code Mixed

Outside code mixed absorbs foreign language parts. There is a phenomenon of code-mixed language in the speech above. In foreign language (English) speech there is an insert part of Indonesian in the form of a sentence in the utterance “Baagussss sekaliiii, **next time** (lain kali) kalo ada rejeki aku **order** (pesan) lagi”. 3 foreign language words 7 Indonesian words.

Data 5

“Baagussss sekaliiii, **next time** (lain kali) kalo ada rejeki aku **order** (pesan) lagi”(D6/CKL/Kt)

Source: Shopee Inu188 Social Media, On April 29, 2021, at 18:18

Data 6

“Bagus barangnya, pengiriman juga sangat cepat dan aman. **Recommended** (direkomendasikan) deh pokoknya” (D7/CKL/Kt)

Source: Shopee Septyana2709 Social Media, April 29, 2021, 18:18

Code mixing outwardly absorbs foreign language parts. There is a phenomenon of code-mixed language in the speech above. In foreign language (English) speech there is an insert of an Indonesian part in the form of a sentence in the utterance “Bagus barangnya, pengiriman juga sangat cepat dan aman. **Recommended** (direkomendasikan) deh pokoknya”, 1 foreign language word 10 Indonesian words.

Data 7

“**Worth it** (setimpal) banget dengan harga yang murah tapi ga murahan bahan nya juga halus ga kasar ga bikin gerah dan lumayan tebal” (D8/CKL/Kt)

Source: Shopee k*****a Social Media, On April 29, 2021, at 18:18

Data 8

“Pengiriman lumayan cepet barangnya bagus dengan harga segitu **packing** (pengemasan) aman makasih ya kkkkkk” (D9/CKL/Kt)

Source: Shopee Arnizakir Social Media, On April 30, 2021, at 11:50

Code mixing outwardly absorbs foreign language parts. There is a phenomenon of code-mixed language in the speech above. In foreign language (English) speech there is an insert of a part of Indonesian in the form of a sentence in the utterance “**Worth it** (setimpal) banget dengan harga yang murah tapi ga murahan bahan nya juga halus ga kasar ga bikin gerah dan lumayan tebal”. 2 foreign words 20 Indonesian words. Code mixing outwardly absorbs foreign language

parts. There is a phenomenon of code-mixed language in the speech above. In foreign language (English) speech, there is an insert of a part of Indonesian in the form of a sentence in the utterance “Pengiriman lumayan cepet barangnya bagus dengan harga segitu **packing** (pengemasan) aman makasih ya *kekkek*”. 1 foreign language words, 12 Indonesian words.

Data 9

“Bagus bgttt sib inima tas kalung nya omaigat gabakal nyesel beli disini gaess bagus bgttt aaaaa **thank youuuu** (terima kasih)” (D10/CKL/Kt)

Source: Shopee Social Media f****2, On April 30, 2021, at 11:50

Code mixing outwardly absorbs foreign language parts. There is a phenomenon of code-mixed language in the speech above. In foreign language speech (English) there is an insert of a part of Indonesian in the form of a sentence in the utterance “Bagus bgttt sib inima tas kalung nya omaigat gabakal nyesel beli disini gaess bagus bgttt aaaaa **thank youuuu** (terima kasih)”. 2 foreign words 16 Indonesian words.

3. Mixed Code Mixed

Mixed code mixing absorbs parts of native (regional) languages and foreign languages. There is a phenomenon of code-mixed language in the speech above. Regional speech (Javanese) and (English) have inserted Indonesian in the form of words and phrases in the utterance “**Punten** (permisi), video yg aku **upload** (unggah) di **skip** (lewati) aja ya manteman, **just for fun** (banya untuk bersenang-senang)”. 1 regional language 5 foreign languages and 7 Indonesian languages.

Data 10

“**Punten** (permisi), video yg aku **upload** (unggah) di **skip** (lewati) aja ya manteman, **just for fun** (banya untuk bersenang-senang)” (D46/CKC/Kt)

Source: Social Media Shopee Agnestamara2002, On June 21, 2021, 13:36

Data 11

“Baguss banget, maskernya **good** (bagus), lucu, bajunya baguss, aja **tuku salah ing kene** (enggak salah beli disini)” (D47/CKC/Kt)

Source: Shopee Pina20 Social Media, On June 21, 2021, 18:12

Mixed code mixed absorbs parts of native (regional) languages and foreign languages. There is a phenomenon of code-mixed language in the speech above. Regional speech (Javanese) and (English) have inserted Indonesian in the form of words and phrases in the utterances “Baguss banget, maskernya **good** (bagus), lucu, bajunya baguss, aja **tuku salah ing kene** (enggak salah beli disini)”. 4 regional languages 1 foreign language and 7 Indonesian languages.

Data 12

“**Alhamdulillah** (الحمد لله) barang sudah sampai, semuanya sesuai dengan pesanan, warna dan bentuk aslinya bener2 sama dengan yang ada di gambar, **bahanna oge lumayan sae** (bahannya juga lumayan enak)” (D48/CKC/Kt)

Source: Shopee Pina20 Social Media, On June 21, 2021, 18:12

Mixed code mixing absorbs parts of native (regional) languages and foreign languages. There is a phenomenon of code-mixed language in the speech above. Local language (Sundanese) and (Arabic) languages have inserted Indonesian in the form of words and clauses in the expression “**Alhamdulillah** (الحمد لله) barang sudah sampai, semuanya sesuai dengan

pesanan, warna dan bentuk aslinya benar2 sama dengan yang ada di gambar, **bahanna oge lumayan sae** (bahannya juga lumayan enak)". 4 regional languages 1 foreign language and 18 Indonesian languages.

Data 13

"Lumayan dapat banyak diskon. Berfungsi dengan baik walaupun tidak **fast charging** (pengisian cepat), ya iyalah **regane** (barga) murah" (D49/CKC/Kt)

Source: Social Media Shopee Fikar1699, On June 21, 2021, 18:12

Mixed code mixing absorbs parts of native (regional) languages and foreign languages. There is a phenomenon of code-mixed language in the speech above. Regional speech (Javanese) and (English) have inserted Indonesian in the form of words and clauses in the utterance "Lumayan dapat banyak diskon. Berfungsi dengan baik walaupun tidak **fast charging** (pengisian cepat), ya iyalah **regane** (barga) murah". 1 regional language 2 foreign languages and 12 Indonesian languages

Data 14

"**Alhamdulillah** (الحمد لله) sudah sampai, bagus kecil **simple** (sederhana) gampang dibawa kemana2. Baru coba charger ke hp. Beli pas ada flash **sale** (penjualan) jd Cuma 35an, semoga aja awet ya ukhti **sadayana** (semua)" (D50/CKC/Kt)

Source: Social Media Shopee Fikar1699, On June 21, 2021, 00:30

Mixed code mixing absorbs parts of native (regional) languages and foreign languages. There is a phenomenon of code-mixed language in the speech above. Regional speech (Sundanese) and languages (Arabic and English) have inserted Indonesian in the form of words and clauses in the utterance "**Alhamdulillah** (الحمد لله) sudah sampai, bagus kecil **simple** (sederhana) gampang dibawa kemana2. Baru coba charger ke hp. Beli pas ada **flash sale** (penjualan) jd Cuma 35an, semoga aja awet ya **ukhti sadayana** (semua)". 2 local languages 4 foreign languages and 22 Indonesian languages.

IV. Conclusion

Based on the results of the code-mixing analysis on Shopee social media that has been described, the following conclusions can be drawn: there are 3 types of code-mixing a) mixed code inside type, b) outside code mixed type, c) mixed code mixed. The systematic analysis was carried out based on product comments on shopee social media which consisted of 50 product comments found in 5 internal code mixing with all 101 words, 40 outward code mixing with all 840 words, and 5 mixed code mixing with all 91 words. The results of this study can be a reference for readers, especially those who wish to conduct more in-depth research on the analysis of the use of code mixing on Shopee social media. This research is still far from perfect, therefore further research is needed regarding the use of code mixing with different objects.

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